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Energizing Rural America in the Global Marketplace

Speakers Handbook

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Energizing Rural America in the Global Marketplace

Welcome

Chuck Conner Deputy Secretary of Agriculture, USDA

Chuck Conner was sworn in as Deputy Secretary of Agriculture on May 2, 2005, by Agriculture Secretary Mike Johanns.

Mr. Conner's love for agriculture goes back to his childhood, growing up on his family's farm in Benton County, Indiana. There, he worked with his father and brother raising corn, soybeans, and cattle. Mr. Conner's brother, Mike, still operates the family farm.

Since coming to the Department, Mr. Conner has worked tirelessly to develop and promote the Administration's farm policy. Along with former Secretary of Agriculture Mike Johanns, Mr. Conner led farm bill listening sessions around the country, hearing first-hand from farmers and other stakeholders about their likes and dislikes with the current farm bill. He also led the Department's review of over 4000 comments which were used to develop a sound policy direction for the future of American agriculture. Mr. Conner continues to lead the Administration's efforts for farm policy reform.

Prior to his tenure at the U.S. Department of Agriculture, Mr. Conner served on the National Economic Council beginning in November 2001 as a Special Assistant to the President for Agricultural Trade and Food Assistance, focusing primarily on Farm Bill issues.

From 1997 to 2001, Mr. Conner was President of the Corn Refiners Association, Inc., a national trade association representing the corn refining industry. Prior to his tenure with the Corn Refiners Association, Conner held several staff positions with the Senate Committee on Agriculture, Nutrition, and Forestry.

Mr. Conner served as both the Majority Staff Director (1995-1997) and the Minority Staff Director (1987-1995), of the Senate Agriculture, Nutrition, and Forestry Committee. He also worked as a Professional Staff Member for the Committee from 1985 to 1987. Prior to joining the Senate Committee in Agriculture, Nutrition, and Forestry, Conner worked as an Agricultural Legislative Assistant to Senator Richard G. Lugar.

Mr. Conner received a Bachelor of Science degree in Agricultural Economics from Purdue University in 1980. He is married and has four children.

Ed Schafer
Secretary of Agriculture, USDA
Keynote Address

Ed Schafer was sworn in as the 29th Secretary of the U.S. Department of Agriculture (USDA) on January 28, 2008.

Secretary Schafer brings a record as an innovative two-term governor of North Dakota to USDA along with extensive private sector experience as both an entrepreneur and a business executive.

Schafer served as North Dakota's governor from 1992 to 2000 and made diversifying and expanding North Dakota's economy, reducing the cost of government and advancing agriculture his top priorities in office.

He worked to normalize trading relations with China and develop that nation as an export market for North Dakota farm products. He also led efforts to upgrade North Dakota's communications infrastructure and make high-speed voice and data networks available to farmers, ranchers and rural businesses.

To expand the state's job base, he encouraged the growth of value-added agricultural industries such as pasta and corn sweetener manufacturing.

As governor, Schafer managed a state workforce of 12,000 people, oversaw a budget of \$4.6 billion, and led the state's response to emergencies such as the severe floods that hit the Grand Forks area in 1997.

As chair of the Western Governors Association, Schafer led regional efforts to demonstrate how technology could improve the efficiency and lower the cost of delivering government services such as health benefits and food stamps. He also worked to make telemedicine more available and affordable in rural areas.

Schafer was elected chair of the Republican Governors Association in 2000 and that same year he co-founded and co-chaired the Governors Biotechnology Partnership to increase public understanding and support for the benefits of agricultural biotechnology.

He has had a lifelong interest in conservation and helped arrange the U.S. Forest Service's May 2007 purchase of the 5,200 acre Elkhorn ranch in North Dakota. The site was where Theodore Roosevelt had his home and operated a cattle ranch in the 1880s. It is near the preserved town of Medora-the state's leading tourist attraction.

Born and raised in Bismarck, North Dakota, Schafer graduated from the University of North Dakota in 1969 with a bachelor's degree in Business Administration and earned an MBA from the University of Denver in 1970.

Secretary Schafer's grandfather immigrated to North Dakota from Denmark and homesteaded land in Hettinger County that he turned into a wheat and livestock farm. Schafer spent summers there while growing up. He helped his uncles with chores,

tinkered with engines and learned firsthand about agriculture.

Before entering public life, Schafer was an executive with the Gold Seal Company in Bismarck, a successful marketer of nationally-known consumer products such as “Mr. Bubble” bubble bath, “Glass Wax” glass cleaner and “Snowy Bleach.” The company had been founded by his father, Harold Schafer.

Secretary Schafer joined Gold Seal after he earned his MBA and held a series of management positions with the company before becoming president in 1978. Under his leadership, Gold Seal's sales climbed to \$50 million through acquisitions and new product introductions and its net worth tripled. It was sold in 1986. Schafer then went on to launch several new businesses, including a commercial real estate development company, a fish farm and a classic car dealership

After leaving office in 2000, he co-founded Extend America, a venture capital-backed company, to provide wireless voice and high-speed data services to commercial and residential customers in five rural Midwestern states.

He also served as a director of the Theodore Roosevelt Medora Foundation that oversees the historic town's operations and became active in leading several other nonprofit and citizens advocacy groups in North Dakota.

Secretary Schafer enjoys the outdoors and his hobbies include bicycling, hiking, scuba diving and restoring classic automobiles. He and his wife, Nancy, have four children; Tom Schafer, Ellie Schafer and Eric Jones and Kari Jones; and eight grandchildren.

Stephen Johnson
Distinguished Guest Speaker
Administrator, Environmental Protection Agency
Agriculture Producing Environmental Solutions

On May 2, 2005, Stephen L. Johnson was sworn in as the 11th Administrator of the U.S. Environmental Protection Agency. As Administrator, he leads EPA's efforts to protect human health and the environment, managing more than 17,000 Agency employees nationwide and overseeing an annual budget of \$7.2 billion.

Under Administrator Johnson's leadership, the Agency has implemented a number of significant environmental programs. The United States became the first nation in the world to regulate mercury emissions from coal-fired electric utilities through the Clean Air Mercury Rule. The Administrator also implemented the Clean Air Interstate Rule, one of the five most health protective air quality standards in EPA history. In addition, Administrator Johnson led the nationwide effort to introduce ultra-low sulfur diesel fuel, which was the single greatest achievement in clean fuel since the removal of lead from gasoline.

Administrator Johnson is committed to vigorously enforcing the nation's environmental laws. In fiscal year 2006, EPA obtained commitments to reduce pollution by nearly 900 million pounds, resulting in a sustained three-year record of pollution cuts totaling almost three billion pounds.

As a scientist and 26-year veteran of the Agency, Administrator Johnson brings a strong scientific background and wealth of experience to his role as the nation's top environmental official and head of the premier environmental agency in the world. Prior to becoming Administrator, he held several senior-level positions, including Acting Administrator, Deputy Administrator, Acting Deputy Administrator, and Assistant Administrator of EPA's Office of Prevention, Pesticides, and Toxic Substances. He has received numerous awards and commendations, including the Presidential Rank Award – the highest award that can be given to a civilian federal employee.

Prior to his public service, Administrator Johnson served as the Director of Operations at Hazelton Laboratories Corporation and Litton Bionetics, Inc.

Johnson is a native of the Washington, D.C., area. He received a B.A. in Biology from Taylor University in Upland, Indiana, an M.S. in Pathology from The George Washington University in Washington, D.C., and an honorary doctorate of science from Taylor University.

He and his wife, Debbie, have three grown children, Carrie, Allison and Matthew, and five grandchildren, Carter, Luke, Kaden, Brayden, and Mekeyla.

Joseph Glauber
Chief Economist, USDA
2008 Economic Outlook

As Chief Economist at the Department of Agriculture (USDA), Joseph Glauber is responsible for the Department's agricultural forecasts and projections and for advising the Secretary of Agriculture on economic implications of alternative programs, regulations, and legislative proposals. He is responsible for the Office of the Chief Economist, the World Agricultural Outlook Board, the Office of Risk Assessment and Cost-Benefit analysis, the Global Change Program Office, and the Office of Energy Policy and New Uses.

From 1992 to 2007, Dr. Glauber served as Deputy Chief Economist at the USDA. In 2007 he was named the Special Doha Agricultural Envoy at the office of the U.S. Trade Representative and continues to serve as chief agricultural negotiator in the Doha talks. In addition to his work in the Doha negotiations, he served as economic adviser at the so-called Blair House agreements leading to the completion of the Uruguay Round negotiations. He is the author of numerous studies on crop insurance, disaster policy and U.S. farm policy. He has also served as senior staff economist for agriculture, natural resources and trade at the President's Council of Economic Advisers and as an economist at the Economic Research Service, USDA.

Dr. Glauber received his Ph.D. in agricultural economics from the University of Wisconsin in 1984 and holds an AB in anthropology from the University of Chicago.

Mark Keenum
Under Secretary for Farm and Foreign Agricultural Services, USDA
2008 Foreign Trade Outlook

Dr. Mark Everett Keenum was sworn in as Under Secretary on December 20, 2006. Dr. Keenum provides leadership and oversight for the Farm Service Agency, the Risk Management Agency and the Foreign Agricultural Service.

The mission area helps to ensure the well-being of American agriculture and the American public through efficient and equitable administration of agricultural commodity, farm loan, conservation, environmental, emergency assistance, and domestic and international food assistance programs. It provides and supports cost-effective means of managing risk for agricultural producers in order to improve the economic stability of agriculture. The mission area also represents the diverse interests of the U.S. food and agricultural sector abroad by managing the Department's international activities, addressing market access constraints, and working to expand markets for U.S. agricultural, fish and forest products overseas.

In 1989, Dr. Keenum joined the Washington, D.C. staff of U.S. Senator Thad Cochran as Legislative Assistant for Agriculture and Natural Resources. As Senator Cochran's advisor on agricultural affairs, he worked on numerous issues important to Mississippi agriculture, including the 1990, 1996, and 2002 Farm Bills. From 1996 through 2006, he served as Chief of Staff for Senator Cochran. In this role, Dr. Keenum was the chief advisor to the Senator on political, legislative, and appropriations issues. He was also responsible for managing the administrative and legislative functions of Senator Cochran's Washington, D.C. office and three Mississippi state offices.

After completing his Bachelor's and Master's Degree in Agricultural Economics at Mississippi State University (MSU), Dr. Keenum joined the MSU faculty as a Marketing Specialist with the Mississippi Cooperative Extension Service at MSU in 1984. After two years with the Extension Service, he accepted a position as a Research Associate with the Mississippi Agricultural and Forestry Experiment Station at MSU.

In 1988, Dr. Keenum received his Ph.D. in Agricultural Economics from MSU and joined the faculty of the MSU Department of Agricultural Economics as an Assistant Professor/Economist. During his professional tenure at MSU, his primary research and extension work focused on the marketing and economics of aquaculture, specialty crops and forestry. From 1997 through 2006, Dr. Keenum also served as an Agricultural Economics Adjunct Professor at MSU and taught an annual seminar course on agricultural legislative policy.

Mark and his wife Rhonda reside in Fairfax County, Virginia, and have four children.

Thomas Dorr
Under Secretary for Rural Development, USDA
Promoting a Rural Renaissance

Thomas C. Dorr joined USDA in 2001 and was appointed by President George W. Bush in 2002 to be the Under Secretary for Rural Development. On July 27, 2005, he was sworn into office by Agriculture Secretary Mike Johanns.

Rural Development consists of three program areas that provide up to \$18 billion annual funding authority for loans, grants, and technical assistance to rural residents, communities, and businesses. Rural Development also holds a \$97 billion portfolio of existing business, housing, and infrastructure loans to rural America and is the largest Federal government financier of commercial renewable energy ventures. Rural Development has nearly 6,300 employees located across the United States and in Puerto Rico, the Virgin Islands, and the Western Pacific Trust territories.

As Under Secretary for Rural Development he serves as the Chairman of the USDA Energy Council which is responsible for advancing the President's Energy Initiative. The USDA Energy Council strives to promote the production of domestically grown fuel. Dorr also serves as the Federal Co-Chair of the Biomass Research and Development Board. Dorr's leadership and initiative to create a national renewable energy conference resulted in bringing together nearly 1,500 private and public sector renewable energy interests in October of 2006 and included participation by President Bush, Cabinet members from the Departments of Agriculture and Energy, as well as the Environmental Protection Agency.

He has served as a member of the Board of Directors of the 7th District Federal Reserve Bank of Chicago, the Iowa Board of Regents, and as a member and officer of the Iowa and National Corn Growers Associations. As president of a family farming and agribusiness company for 30 years, Dorr has broad agricultural, financial and business experience.

Mr. Dorr, from Marcus, Iowa, graduated from Morningside College with a B.S. degree in business administration.

DISTINGUISHED PANEL

GETTING IT RIGHT: RESPONDING TO MARKET FORCES

Jean-Mari Peltier
President & CEO, National Council of Farmer Cooperatives
Panel Moderator

Jean-Mari Peltier serves as the president and CEO of the National Council of Farmer Cooperatives (NCFC), the national organization dedicated to representing and protecting the interests of farmer cooperatives and their farmer, rancher and grower members.

Prior to joining NCFC, Peltier served in the Bush administration as the Counselor for Agriculture Policy to the Administrator of the U.S. Environmental Protection Agency (EPA).

A native Californian and graduate of Fresno State University, she has held a number of executive positions in the California agricultural industry, including president of the California Citrus Quality Council, executive director of the California Pear Advisory Board, president of California Pear Growers (a bargaining cooperative), and director of public and government relations for the California Grape and Tree Fruit League.

Peltier also has a strong record of service in the state government of California, having served as chief deputy director of the Department of Pesticide Regulation for the California EPA, senior policy specialist for the California State World Trade Commission under Governor George Deukmejian, and as a Legislative Assistant for Congressman Tony Coelho of California.

Also, Peltier has been a director or board member of a variety of organizations, including the Coalition for Urban/Rural Environmental Stewardship, the Minor Crops Farmer Alliance, Future Farmers of America Foundation, the Agricultural Technical Advisory Committee on Trade, Agricultural Council of California, and Capital Agri-Women.

Peltier serves on the USDA Agricultural Policy Advisory Committee for Trade as well as the USDA's National Agricultural Research, Extension, Education, and Economics Advisory Board. She is past Chairman of the Board of ACDI/VOCA (Agricultural Cooperative Development International).

Peltier and her husband, Jason, reside in Great Falls, Virginia, outside of Washington, DC. They have a daughter and a son.

**C. Larry Pope
President & CEO
Smithfield Foods**

Livestock Market Issues: From Producer to Consumer

President and CEO of the company since Sept. 1, 2006, joined the company in 1980 as controller, became vice president, finance, in 1999, chief financial officer in 2000, and was named president and chief operating officer in 2001. Member of Smithfield Foods, Inc. Executive committee.

**Tom Stenzel
President & CEO**

**United Fresh Produce Association
Trade Issues: Focusing on Specialty Crops**

Tom Stenzel is President and CEO of the United Fresh Produce Association, which is the new name for the organization formed by the 2006 merger of the United Fresh Fruit and Vegetable Association and the International Fresh-cut Produce Association. He served as CEO of UFFVA from 1993 until the merger, and continued as CEO to lead the new organization now known as United Fresh.

United Fresh is based in Washington, DC, where the association works to promote the growth and success of the produce industry and its partners throughout the global fresh produce supply chain. United Fresh provides the produce industry with national and international leadership on issues affecting its member companies, strong legislative and regulatory advocacy, a forum to promote positive business solutions, scientific and technical leadership, targeted education programs, strong business relationships with retail and foodservice customers, programs to increase produce consumption, and tools and services to navigate industry globalization.

United Fresh works to promote produce consumption through *Project Fresh Start*, a public policy program driving political and environmental change to help the next generation of children double their consumption of fresh produce. United Fresh is also widely recognized for its scientific and technical leadership in food safety, and its education programs such as the Produce Industry Leadership Program sponsored by DuPont Crop Protection now in its 12th year.

Stenzel was appointed by President George W. Bush to serve on the Bush-Cheney Transition Advisory Team for Agriculture in 2000, and served from 1994-2000 on the U.S. Agricultural Policy Advisory Committee for Trade (APAC). In 2002, he was appointed by then Secretary of Agriculture Ann Venneman to serve on the first-ever USDA Fruit and Vegetable Industry Advisory Committee. He is a member of the Steering Committee of the *National 5 A Day Partnership* and a member of the Executive

Committee of the Board of Directors of the Produce for Better Health Foundation..
Stenzel was honored as the 2002 *Produce Man of the Year* by *The Packer* newspaper.

Stenzel was the founding President of the International Food Information Council (IFIC) in 1986, where he worked with leading food and beverage companies to build a credible and sound scientific program in food safety, risk communications, and crisis management working with the media, government, public health community and public. He previously was director of public affairs for the National Soft Drink Association. Stenzel is a 1977 magna cum laude graduate of the University of Richmond, and achieved the Certified Association Executive (CAE) designation in 1990 from the American Society of Association Executives.

Paul Schickler
Vice President, DuPont
President, Pioneer Hi-Bred
Biotech Advances in Supply Technology

Paul E. Schickler is president of Pioneer Hi-Bred and Vice President and General Manager - DuPont.

He joined Pioneer in 1974 when as an accountant. Mr. Schickler held positions in international business and administration until 1984, when he was named controller. In 1995, Mr. Schickler was named vice president of Human Resources, Learning and Development, Communications and Real Estate Management.

He was named vice president, director, Latin America Operations for Pioneer in 1999. This role later expanded to include Mexico and Africa. In October 2003, responsibility for the remaining international businesses was added, and he was named vice president, International Operations. In 2006, Mr. Schickler assumed additional responsibility for strategic business development for the DuPont Agriculture & Nutrition platform serving as business development director.

In November 2007, he was named DuPont vice president and general manager and Pioneer president.

Mr. Schickler serves on the Grand View College Board of Directors.

He received Bachelor of Arts and Master of Arts degrees in business administration from Drake University.

**Robert Dinneen
President & CEO
Renewable Fuels Association
Washington, DC
Renewable Fuels**

Bob Dinneen is the President and CEO of the Renewable Fuels Association (RFA), the national trade association for the U.S. ethanol industry. As such, he is the ethanol industry's lead lobbyist before the Congress and Administration. Mr. Dinneen joined the RFA in 1988 as Legislative Director, and became President in July of 2001. In this capacity he has led the association's effort to build coalitions with the industry's petroleum customers as well as transportation and environmental groups in order to provide for marketplace growth for the industry. These coalitions have resulted in an historic Renewable Fuels Standard (RFS) fuels agreement and passage of the Volumetric Ethanol Excise Tax Credit (VEETC).

Mr. Dinneen has presented testimony before the Congress and Federal agencies on numerous occasions, and represented the ethanol industry's interests at state, national and international forums. Prior to joining the RFA, Mr. Dinneen worked on Capitol Hill for various Members of Congress and Congressional committees. Mr. Dinneen graduated from the Catholic University of America with a Bachelor's Degree in Political Science.

February 21, 2008
1:15 p.m.

FOOD PRICE OUTLOOK

Ephraim Leibtag
Economist, Economic Research Service, USDA
Washington, DC

BIO: Ephraim Leibtag, an economist with USDA's Economic Research Service, researches retail food prices and the dynamics of retail food markets. His research interests include forecasting and analyzing trends in retail food markets and his work is used in presentations to government officials, policy analysts, the research community, and other public audiences. He has conducted radio, television, newspaper, and magazine interviews on retail food price trends.

SPEECH: This presentation will focus on recent trends in retail food markets and their impact on food prices. Increased energy costs and near-record food commodity prices in 2007 and early 2008 have been the main factors pushing food price inflation higher than its recent historical average. In 2007, food prices increased 4 percent, the highest annual increase since 1990. The largest increases for food sub-categories were for eggs and dairy products. Looking ahead to 2008, food prices are expected to increase at a rate above the historical average, but slightly below the 2007 rate as some costs begin to moderate. Unexpected changes in commodity markets, trade, weather, or retail market conditions could cause food price inflation to accelerate in 2008.

Rural Development Track

DEFINING THE “RURAL” IN RURAL AMERICA

This session discusses the various definitions of “rural” as written by Congress and the implications on the small- to medium-sized communities – how do you decide where to invest limited financial and human resources? This has been a key topic both in *The Washington Post* and in the Farm Bill debate.

MODERATOR: Thomas Dorr, Under Secretary for Rural Development, USDA Washington, DC

BIO: Thomas C. Dorr joined USDA in 2001 and was appointed by President George W. Bush in 2002 to be the Under Secretary for Rural Development. On July 27, 2005, he was sworn into office by Agriculture Secretary Mike Johanns.

Rural Development consists of three program areas that provide up to \$18 billion annual funding authority for loans, grants, and technical assistance to rural residents, communities, and businesses. Rural Development also holds a \$97 billion portfolio of existing business, housing, and infrastructure loans to rural America and is the largest Federal government financier of commercial renewable energy ventures. Rural Development has nearly 6,300 employees located across the United States and in Puerto Rico, the Virgin Islands, and the Western Pacific Trust territories.

As Under Secretary for Rural Development he serves as the Chairman of the USDA Energy Council which is responsible for advancing the President's Energy Initiative. The USDA Energy Council strives to promote the production of domestically grown fuel. Dorr also serves as the Federal Co-Chair of the Biomass Research and Development Board. Dorr's leadership and initiative to create a national renewable energy conference resulted in bringing together nearly 1,500 private and public sector renewable energy interests in October of 2006 and included participation by President Bush, Cabinet members from the Departments of Agriculture and Energy, as well as the Environmental Protection Agency.

He has served as a member of the Board of Directors of the 7th District Federal Reserve Bank of Chicago, the Iowa Board of Regents, and as a member and officer of the Iowa and National Corn Growers Associations. As president of a family farming and agribusiness company for 30 years, Dorr has broad agricultural, financial and business experience.

Mr. Dorr, from Marcus, Iowa, graduated from Morningside College with a B.S. degree in business administration.

Thursday, February 21, 2008

HISTORICAL EVALUATION OF DEFINING RURAL AMERICA – PAST, PRESENT, AND FUTURE TRENDS

Calvin Beale

**Senior Demographer, Economic Research Service, USDA
Washington, DC**

BIO: Calvin L. Beale is Senior Demographer at the Economic Research Service, U.S. Department of Agriculture in Washington. His research has focused on rural population trends, regional studies, and ethnic minorities. Before joining USDA, Beale was on the staff of the Bureau of the Census.

SPEECH: Characterization of distinctions between rural and urban can be found in literature for more than 2,000 years, both those favoring rural life and those denigrating it. In statistical terms, rural and urban were not defined by the Census Bureau until the early 20th century. The distinction had little practical meaning until the arrival of various Federal services and funds – mostly in the last 40 years – whose geographic distribution was defined by law. Different concepts of rural and urban were used from one program to another to determine eligibility, and these have varied over time. This talk will discuss some of this history and show the current difference in the areas and population embraced today by various concepts of rural.

Thursday, February 21, 2008

UPDATE ON LEGISLATIVE EFFORTS TO DEFINE RURAL AREAS – WILL THE FARM BE THAT CATALYST?

Tadlock Cowan

**Analyst, Natural Resources & Rural Development, Congressional Research Service
Washington, DC**

BIO: Tadlock Cowan is an Analyst with the Resources, Science, and Industry Division of the Library of Congress Congressional Research Service where his primary responsibilities are legislative analysis and policy research on rural and regional economic development and natural resources issues. Prior to joining CRS in 2003, he held faculty appointments at Dartmouth College and Bates College. He is a former research associate with the Energy Division and Environmental Sciences Division at Oak Ridge National Laboratory. He holds a B.A. in psychology and an M.S. in social policy and planning from the University of Tennessee-Knoxville, and a Ph.D. in development sociology from Cornell University.

SPEECH: The Senate-passed farm bill proposes a modification of the definition of “rural area” authorized in the 2002 farm bill. The new definition, should it remain in the final bill, may have implications for how and where USDA Rural Development programs are targeted. Why is this issue of re-definition occurring now and does this suggest that Congress is reassessing the effectiveness of existing rural development policies?

Thursday, February 21, 2008

DEFINING RURAL FOR PUBLIC POLICY

Mark Drabenstott,
Director & Research Professor, The RUPRI Center for Regional Competitiveness
University of Missouri, Columbia, Missouri

BIO: Mark Drabenstott is a seasoned observer of regional development and policy issues whose insights have gained national and international recognition. Mark is a native of Markle, Indiana, where he grew up on his family's farm and learned agriculture and basketball firsthand. Mark earned his bachelor's degree from Earlham College and his M.S. and Ph.D. degrees from Iowa State University.

Mark was named founding director of RUPRI's national Center for Regional Competitiveness at the University of Missouri-Columbia in September 2006. The Center helps regions craft world-class development strategies for competing in the global economic race. The Center's products help regions understand where they stand in that race, diagnose their new competitive advantage, and sustain innovative models of regional governance. The Center is also part of the University of Missouri's Truman School of Public Affairs.

Mark has engaged leading topics related to regional development and related policies throughout his career. He spent 25 years in the Federal Reserve System, and led the creation and development of the Center for the Study of Rural America. He has been a prolific researcher, writing more than 150 articles and editing 10 books. He has shared his economic and policy insights very widely. Throughout his career, Mark has given more than 1,000 presentations to audiences throughout the nation and beyond. He has also been invited to share his policy insights with Congress on numerous occasions.

Mark's is actively involved in global efforts to understand the new frontier of regional competitiveness. He is chairman of the OECD's Territorial Development Policy Committee, the premier global forum on regional development policy. In 2005 he was selected to chair a U.S. Department of Commerce advisory panel that conducted the first major review of federal economic development in 40 years. He has also advised the World Bank.

RUPRI is a multi-state, interdisciplinary public policy institute that is jointly sponsored by Iowa State University, the University of Missouri, and the University of Nebraska. RUPRI has an international public policy portfolio with more than 250 scholars representing 16 different disciplines in 100 universities throughout the United States and 25 other nations.

SPEECH: How to define rural? The answer depends critically on who is asking. Perhaps the most important dimension is defining rural for public policy. In this case, the critical need lies in helping rural regions form, from the bottom up, with sufficient critical mass to compete well in the global economic race. This presentation explores ways to meet the needs of rural regions while supplying the information necessary to make sound decisions.

Energy & Technology Track

NEW SOURCES FOR BIOFUELS: WHAT ARE THEY?

A number of cutting edge efforts are under way to develop new sources of biobased motor fuels. This panel explores three sources and evaluates their effect on current grain-based motor fuel production, then looks at the industry response to the new production strategies.

**MODERATOR: Shana Y. Love, Special Assistant, Office of the Assistant Secretary for Administration, USDA
Washington, DC**

BIO: Shana Y. Love serves in the position of Special Assistant to the Assistant Secretary for Administration at the U.S. Department of Agriculture (USDA). As Special Assistant, she co-manages the BioPreferred Program and manages the Department's Human Pandemic planning efforts. Mrs. Love graduated from Lincoln University with a bachelor's degree in business. She holds a master's degree in economics from Purdue University.

Prior to working in Departmental Administration, Mrs. Love served as an Agricultural Marketing Specialist in USDA's Grain Inspection, Packers Stockyards Administration. As a Marketing Specialist, Mrs. Love served as the agency/industry liaison and worked to develop and improve for corn, soybean and dried distillers grains marketing standards.

A FIRM'S PERSPECTIVE ON BIOFIESEL

**Paul T. Prentice
Vice President, Agriculture, Blue Sun Biodiesel, LLC
Westminster, Colorado**

BIO: Dr. Prentice has 30 years of experience in macroeconomic forecasting, policy analysis, and linkages to agriculture. Paul holds a B.A. in Mathematics and a Ph.D. in Agricultural Economics from the University of Connecticut. Dr. Prentice was Chief Macroeconomist for the Economic Research Service, U.S. Department of Agriculture. He has served as a Visiting Scholar at the U.S. Department of Treasury. Paul is the founder of Farm Sector Economics, Inc., a consulting and publishing firm, where he served as President for 22 years.

Dr. Prentice is also an educator, teaching free-market economics to MBA students at the University of Colorado at Colorado Springs (UCCS). Paul recently joined Blue Sun Biodiesel as Vice President of Agriculture, where he is tasked with securing high-quality feedstock for transesterification into their premium Blue Sun Fusion B20 biodiesel.

SPEECH: Dr. Prentice will speak on the efforts of Blue Sun to produce a low-cost variety of winter canola and winter camelina. These new crop varieties yield about 40%

oil, and are economical rotation crops for winter wheat. The plant genetics are bred for low-water use in the High Plains and Southern Great Plains. Economic oilseed yields can be achieved in non-irrigated areas with less than 12 inches of annual rainfall. By focusing on these new crop varieties, Blue Sun expects to bypass the current concern of “food v. fuel” that plagues the industry.

Thursday, February 21, 2008

RENEWABLE DIESEL PRODUCTION FROM ANIMAL FEEDSTOCKS

Louis Burke
Manager Biofuels, Conoco Phillips
Houston, Texas

BIO: Louis Burke is the manager of biofuels for ConocoPhillips Company. Burke previously served as manager of Commercial Lubricants for ConocoPhillips. Prior to that, he held various management positions for Phillips, Tosco and Unocal in marketing and product development. Burke started with Unocal in 1987. Before assuming his current position in 2007, he served as manager of the alternative energy and programs group.

Born in 1964, Burke grew up in Milwaukee and Wausau, Wisconsin. He graduated from the University of Wisconsin - Madison in 1986 with a bachelor's degree in chemical engineering. He also received a master's degree in business administration from the University of California, Irvine in 1998.

SPEECH: Mr. Burke will provide an overview of ConocoPhillips' activities in biofuels and will highlight it's Renewable Diesel processing technology which converts tri-glycerides and other lipids into high quality ultra- low sulfur diesel. Renewable diesel is the first technology that allows for direct system integration of agricultural products into the existing fuel processing and distribution system. Mr. Burke will also briefly discuss other technologies under development with similar potential.

Thursday, February 21, 2008

PRODUCING BIOCRUDE FROM PLANT MATERIAL

Richard E. Zalesky,
Vice President, Biofuels and Hydrogen Business
Houston, Texas

BIO: Richard E. (Rick) Zalesky is Vice President of the Biofuels and Hydrogen business for Chevron Technology Ventures (A Division of Chevron USA, Inc). In this role, he has responsibility for the commercialization of infrastructure development, production and supply, as well as all current technology initiatives.

A native of Los Angeles, Calif., he is a graduate of the Georgia Institute of Technology, with a bachelor's degree in Civil Engineering.

Rick joined the company in 1978 as a design engineer at the Richmond refinery. In his career, he has held a variety of management positions of increasing responsibility in the downstream in refining, marketing, and technology. Prior to his current role Rick was general manager of the Richmond refinery.

Rick is Chevron's representative on the Fuel Operations Group of the FreedomCAR and Fuel Program of the Department of Energy.

SPEECH: Mr. Zalesky will describe Chevron's approach to next generation of feedstock and conversion technologies. He will be sharing an overview of Chevron's research programs and their point of view regarding options for integrating biofuels into the existing hydrocarbon infrastructure.

Thursday, February 21, 2008

BIODIESEL INDUSTRY RESPONSE TO NEW PRODUCTION STRATEGIES

**Larry Schafer
National Biodiesel Board
Washington, DC**

BIO: Mr. Schafer is working with the National Biodiesel Board through the 110th Congress, in order to provide immediate additional legislative and regulatory resources to its office in Washington, D.C.

He has a strong history in renewable fuels issues having formerly served as vice president and in legal and legislative counsel roles for the Renewable Fuels Association, the National Council of Farmer Cooperatives, and Congressman Earl Pomeroy (D-ND). While at the RFA, Mr. Schafer was instrumental in helping engineer, pass, and implement the Volumetric Ethanol Excise Tax Credit (VEETC) and the Renewable Fuels Standard (RFS), and he specializes in tax, agriculture and trade issues.

In 2007, he created "The Diamond Group" a Washington D.C. based consulting firm.

Historically, Mr. Schafer served as the Vice President for the Renewable Fuels Association (RFA), which he joined in October 2001. In addition to the legislative and regulatory responsibilities, he coordinated the RFA's "Technical Committee," "Fuel Cell Task Force," and "Safety Committee."

Prior to joining the RFA, Mr. Schafer served as Vice President of Legal, Tax & Accounting (LTA) Policy with the National Council of Farmer Cooperatives (NCFC), where he was the policy director and lead lobbyist on legal, tax, and accounting issues.

Mr. Schafer started his career in Washington, D.C. by serving as Legislative Counsel to Congressman Earl Pomeroy from North Dakota. Congressman Pomeroy serves on both the

powerful Ways & Means Committee and the Agriculture Committee in the House of Representatives.

Mr. Schafer is a native of Mandan, North Dakota. He received his law degree from the University of North Dakota School of Law, and holds a B.S. in Business Administration with a concentration in accounting from Valley City State University in North Dakota.

Mr. Schafer also works closely with the National Society of Association for Cooperatives (NSAC), the agricultural tax section of the American Bar Association, and has been a member of ASTM International (the standard setting body for the transportation fuels industry).

SPEECH: Mr. Schafer will highlight the efforts of the National Biodiesel Board as it works with industry to diversify feedstocks for biodiesel production by working with the private sector on the research and development of new oil-based feedstocks, including but not limited to: algae, jatropha, and camelina. Additionally, current feedstocks will continue to be diversified through the increased use of yellow grease, oil from corn ethanol production and the ongoing development of increased production from soy, canola and sunflowers.

Policy & Trade Track

FARM POLICY: IMPLICATIONS OF THE 2008 FARM BILL FOR FARM RISK MANAGEMENT

MODERATOR: Eldon Gould, Administrator, Risk Management Agency, USDA
Washington, DC

BIO: Eldon Gould is Administrator of the Risk Management Agency (RMA), U.S. Department of Agriculture, which provides economic protection and risk management tools to America's farmers and ranchers primarily through federally sponsored crop insurance delivered and serviced by private insurance companies. In this capacity, he is also Manager of the Federal Crop Insurance Corporation (FCIC), and a non-voting member of the FCIC Board of Directors.

Gould is a life-long Illinois grain and livestock producer with a 1300-acre crop operation as well as a 700-sow farrow-to-wean swine operation. He has held a variety of leadership roles for agriculture organizations. These include Chairman of the U.S. Grains Council Board, and Chairman of the Illinois Corn Marketing Board. Mr. Gould has also served on the Illinois Farm Bureau Board of Directors, Illinois Governor's Advisory Board of Livestock Commissioners, University of Illinois Advisory Board for Department of Agriculture Entomology, University of Illinois Advisory Board for Department of Crop Sciences, Kane County Farmland Protection Commission, and as a member of the U.S. Grains Council Foundation. He has received awards for his service from Illinois Pork Producers, Illinois Corn Growers, and Illinois Farm Bureau as well as the Master Farmer Award from Prairie Farmer Publications.

A native of Illinois, Mr. Gould holds a Bachelor of Science degree in Animal Science from the University of Illinois, Champaign, and is a graduate of Top Executive producers' Agricultural Program at Texas A&M University. He and his wife Sandra have three children, Richard, Christopher and Lynda.

Thursday, February 21, 2008

OVERVIEW OF THE 2008 FARM BILL: COMPARISONS AND CONTRASTS

Randy Schnepf
Specialist in Agricultural Policy, Agriculture and Food Section Resources, Science,
& Industry Division, Congressional Research Service
Washington, DC

BIO: Randy is an economist with the Agriculture and Food Section of the Congressional Research Service (CRS) at the Library of Congress. CRS analysts provide objective, non-partisan research and expertise in support of the U.S. Congress and their staff in preparing new legislation and monitoring existing laws and programs.

Throughout his career, Randy has published extensively on agricultural production and trade policy issues, and has given presentations on these and related subjects to various U.S. and international audiences. Since joining CRS, Randy has worked on issues related to U.S. farm policy, agriculture-based renewable energy production, agricultural transportation and market issues, bilateral and multi-lateral trade agreements, trade disputes, energy and agricultural inputs, and foreign agriculture.

Prior to joining CRS, Randy spent ten years with USDA's Economic Research Service (ERS) where his work experience included serving as the International Baseline Coordinator for USDA's annual long-run baseline projections exercise, team leader of the Field Crops Branch's Risk Management Team, editor of ERS's *Agricultural Outlook* magazine, and several years working as a commodity analyst. His professional career includes nearly 8 years of international work experience that started as a U.S. Peace Corps volunteer in Cameroon (1976-78); a two-year teaching and research position at Andalas University in Padang, Indonesia (1982-84); and three years managing a joint UNICEF/Cornell University program for food security and nutrition surveillance in Rwanda (1989-91).

Randy has a B.S. in economics from the Univ. of South Dakota (1976), an M.S. in agricultural economics from the Univ. of Kentucky (1981), and a Ph.D. in agricultural economics from the Univ. of Minnesota (1988). He is originally from Rock Rapids, Iowa, where his family still owns a 200-acre corn and soybean farm. He lives in McLean Virginia with his wife, Anita Regmi, and his two daughters, Neesha and Rekha.

SPEECH: After nearly a year and a half of listening sessions and field hearings, and many months of congressional debate, the 2008 farm bill is nearing completion. The farm bill governs federal farm and food policy and is renewed about every five years. The 110th Congress has been working on legislation to revise the current farm bill (P.L. 107-171), which covers a wide range of programs including commodity price and income support, agricultural conservation, farm credit, research, rural development, and foreign and domestic food programs, among others. A broad spectrum of rural and agricultural interest groups have actively participated in the process in an attempt to achieve or prevent change as the case may be. Despite initial calls for substantial modification fueled by apparent budgetary and WTO trade pressures, the final 2008 farm bill is likely to look much like the 2002 farm bill. However, important funding changes will likely emerge in some areas including nutrition, conservation, and energy, along with new indirect aid for fruit and vegetable growers. Also noteworthy are the potential implications of the expanded Renewable Fuels Standard (RFS) for agriculture-based biofuels contained in the recently enacted energy bill. This presentation will summarize and review the primary changes of the 2008 farm bill from current law, and briefly touch upon the potential budgetary and trade implications of a new farm bill against the backdrop of the expanded RFS.

Thursday, February 21, 2008

2008 FARM BILL: IMPLICATIONS FOR RISK MANAGEMENT

Stephen Frerichs
AgVantage LLC
Alexandria, Virginia

BIO: Stephen Frerichs owns and operates his own consulting company, AgVantage LLC in Alexandria, Virginia. Stephen specializes in budget, agricultural and credit issues and has over 20 years of agricultural policy experience. Prior to forming his company, Stephen was the manager of the American Association of Crop Insurers (AACI). He represented crop insurance companies and agents in Washington D.C. He actively lobbied both Congress and the Administration.

SPEECH: The 2008 farm bill would make significant changes to USDA's risk management programs. Providing farmers with an economic safety net that recognizes the potential for debilitating annual swings in crop yields and prices has long been a primary goal of U.S. farm policy. For the past 30 years, Congress has struggled with how to best provide protection to producers. The concept of replacing traditional USDA price protection programs with revenue protection has been a major consideration by Congress during this farm bill debate. The Federal crop insurance program has become a major fixture in the farm safety net, and by most measures of participation, crop insurance is a success. Crop insurance has shifted a significant portion of yield and price risk to the private sector. Yet, despite participation rates far in excess of what was envisioned at the outset of the crop insurance program, Congress continues to pass, and Presidents continue to sign, ad hoc disaster bills. The perceived failure of crop insurance to obviate the need for ad hoc disaster assistance has led some policy makers to propose major cuts to crop insurance and/or create permanent disaster programs. At the same time, some farm groups are calling for "free revenue insurance" as a replacement for traditional price and loan support programs. As a result, the Senate passed farm bill includes a new permanent disaster program, an optional new Average Crop Revenue program in addition to crop insurance.

Thursday, February 21, 2008

2008 FARM BILL: THE FARM SERVICE AGENCY AND THE RISK MANAGEMENT AGENCY APPROACHES TO RISK MANAGEMENT

Brad Karmen
Senior Analyst, Office of the Chief Economist, USDA
Washington, DC

BIO: Bradley Karmen has more than 28 years of agricultural policy experience, almost all in the Farm Service Agency in Washington, DC. He is the Assistant to the Deputy Administrator for Farm Programs and is responsible for developing and implementing policies relating to Federal farm programs.

In 1998, Brad was a member of a USDA Scientific Exchange team and spent 3 weeks in China studying China's oilseed sector. In 1994, Brad was selected to be a LEGIS fellow and was a staff member of the House Agriculture Committee, working on the 1994 crop insurance reform bill.

Brad is a veteran of 4 farm bills and is currently working on his fifth. He is on detail to the Office of the Chief Economist to help the Administration develop and implement its farm bill strategy.

Thursday, February 21, 2008

2008 FARM BILL: CONSERVATION ISSUES

Ralph Grossi
President, American Farmland Trust, National Office
Washington, DC

BIO: Since August 1985, Ralph E. Grossi has served as president of American Farmland Trust (AFT), a national nonprofit organization working to stop the loss of productive farmland and to promote farming practices that lead to a healthy environment. During his tenure, AFT has become the leading national non-profit organization focused on farmland protection.

Grossi, a third-generation Marin County, Calif. farmer, graduated from California Polytechnic State University in 1971, and since then has been managing partner of Marindale Ranch, a family partnership that has been in the dairy and beef business for more than eighty years, spanning four generations. He holds a number of national awards in his field, including the 1976 Outstanding Young Farmer and Rancher of the California Farm Bureau Federation, the 1985 Feinstone Environmental Award and the 2002 Man of the Year in Service to Agriculture presented by Progressive Farmer magazine.

Grossi was a co-founder and chairman of the Marin Agricultural Land Trust, which protects Marin County, Calif. agricultural land by acquisition of conservation easements. From 1979 to 1981, he served as president of Marin County Farm Bureau and from 1980 until he became president, as a member of AFT's Board of Directors.

He is currently serving on the board of directors of Smart Growth America, a coalition of national and regional organizations. Additionally, he serves on the advisory board of the Yale School of Forestry and Environmental Studies, on the University of California President's Advisory Commission on Agriculture and Natural Resources, and the National Center for Smart Growth Research and Education.

He has also served on the boards of directors of the Charles Valentine Riley Memorial Foundation and the USDA Graduate School, as well as the National Commission on Non-Point Source Pollution, the Maryland Greenways Commission, the California Williamson Act Task Force, the California Agricultural Water Problems Advisory Committee, the University of California Agricultural Issues Center, the Wallace Institute for Alternative Agriculture Advisory Board, Pennsylvania's 21st Century Commission on

the Environment, the California Polytechnic State University School of Agriculture Advisory Board, the California Holstein Association Board of Directors, and as a deacon of the First Presbyterian Church of Novato, CA.

SPEECH: Mr. Grossi will cover the important implications for agriculture conservation in the proposed Farm Bill legislation including conservation title programs as well as commodity and energy policies and programs. Grossi will address: differences and similarities between the House and Senate provisions; projected impact of energy bill provisions; important new programs; and implications for future policy.

Food Risk & Security Track

PUBLIC & PRIVATE APPROACHES TO FOOD SAFETY IN AMERICA

USDA continually strives to protect public health through inspections, food defense, and consistent safe food practices by providing technical assistance, education, and outreach to small and very small plants in rural America. Collaborating with domestic and international partners; federal, state, tribal, and local governments; and industry and academia also help protect the U.S. food supply.

**MODERATOR: Barbara Masters, DVM, Senior Policy Advisor, Olsson Frank Weeda Terman Bode Matz PC
Washington, DC**

BIO: Dr. Barbara Masters is a Senior Policy Advisor at Olsson Frank Weeda Terman Bode Matz PC. She provides guidance on all areas of food safety, regulatory process and animal welfare. She has expertise in meat and poultry slaughter and processing.

Prior to joining OFW, Dr. Masters served as Acting Administrator, and then Administrator for the United States Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS) from March 2004 through January 2007. During her tenure as FSIS Administrator, she worked to establish a solid infrastructure of science-based policies and data analysis.

Dr. Masters graduated from Mississippi State University with a Doctor of Veterinary Medicine degree. Additionally, she participated in the Food Animal Internship at Kansas State University. She continued to further her education by taking advanced coursework in biotechnology at Texas A&M University.

FOOD SAFETY UPDATE: ACCOMPLISHMENTS AND CHALLENGES

Richard Raymond
Under Secretary, Food Safety and Inspection Service, USDA
Washington, DC

BIO: Richard Raymond, M.D., was appointed as Under Secretary for Food Safety on July 18, 2005. In this position, Dr. Raymond is responsible for overseeing the policies and programs of the Food Safety and Inspection Service (FSIS), and he chairs the U.S. Codex Steering Committee, which provides guidance to U.S. delegation to the Codex Alimentarius Commission.

Dr. Raymond has extensive experience in developing and implementing policies and programs designed to improve public health. Prior to joining USDA, Dr. Raymond served as the director of the Nebraska Department of Health and Human Services Regulation & Licensure division where he oversaw regulatory programs involving health care and environmental issues.

While serving as Nebraska's Chief Medical Officer, Dr. Raymond directed a large number of public health programs including disease prevention and health promotion. He also developed several anti-bioterrorism initiatives and a statewide health care alert system. He also played an integral role in developing health districts in each of Nebraska's 93 counties.

Dr. Raymond served as president of the Association of State and Territorial Health Officials (ASTHO).

A life-long resident of Nebraska, Dr. Raymond practiced medicine in rural Nebraska for 17 years. Dr. Raymond established and directed a community-based Family Practice Residency for Clarkson Medical Center, served as president of the Nebraska Medical Association, chaired Nebraska Governor Mike Johanns' Blue Ribbon Panel on Infant Mortality and served on numerous state committees related to public health.

Dr. Raymond attended Hastings College and earned his Medical Degree from the University of Nebraska Medical Center.

SPEECH: Dr. Richard Raymond, Undersecretary for Food Safety at the U.S. Department of Agriculture and a former Nebraska state health official, will explain the federal food safety regulatory environment and how the different agencies and stakeholders operating within that environment work together to ensure a safe and wholesome food supply. He will give an overview of current events affecting the safety of the nation's food supply and discuss how public health concerns are fundamental to small and very small plants regulated by USDA. Dr. Raymond will also discuss the latest food safety and public health education initiatives that will ensure the evolution of food safety in the 21st century.

Thursday, February 21, 2008

ANATOMY OF A RECALL: A RETAIL PERSPECTIVE

Kathleen O'Donnell
Chief Food Scientist, Wegmans Supermarkets
Rochester, New York

BIO: Kathleen O'Donnell is the Chief Food Scientist in the Consumer Affairs, Food Safety/ Quality Assurance Department at Wegmans Food Markets. She specializes in food safety, emerging issues, regulatory concerns and developing quality/food safety programs for various operations at manufacturing and retail. Her efforts include allergen training programs, the introduction of irradiated fresh ground beef and product recall process improvements. Ms. O'Donnell has served on a variety of industry and community committees.

Kathleen received both her BS and MS degrees from Cornell University.

Wegmans Food Markets is a privately held supermarket chain operating 70 stores in Upstate New York, Pennsylvania, New Jersey, Maryland and Virginia.

SPEECH: The retail industry plays an integral part in the removal of recalled product from the distribution channel. The retailer is presented with a unique set of challenges in this task. Involvement includes many facets of the retail operation including retail stores, distribution, warehousing, merchandising, loss prevention and consumer affairs. This presentation will look at some of the complexities and challenges that Wegmans faces when product is recalled and some of the tools that have been put in place to assist in product recalls.

Thursday, February 21, 2008

PUBLIC HEALTH PARTNERSHIPS

Robert W. Hicks
Director, Office of Environmental Health Services
Virginia Department of Health
Richmond, Virginia

BIO:

Education: College of William and Mary, Williamsburg, Virginia, B.S. in Chemistry, 1971. George Washington University, Washington, D.C., Master of Science in Administration (concentration in the Management of Science and Technology), 1978.

I began my career in public health at the Prince William County Health District working first as a field environmental health specialist and then as a supervisor of environmental health specialists. For the last 20 years I have served in my current position, Director, Office of Environmental Health Services for the Virginia

Department of Health. In this position I provide leadership for most Virginia Department of Health environmental health programs by managing over 70 employees and providing guidance to 119 local health departments (over 450 Environmental Health Specialists) across the Commonwealth.

Programmatic Responsibility: In the field of public health, environmental health programs are quite diverse and are based on statutory authority found primarily in Title 28.2, Chapter 8, Title 32.1, and Title 35.1 of the *Code of Virginia*. The Board of Health has adopted 22 sets of regulations which govern the various programs for which I am responsible. The goal is the protection, improvement and preservation of the public health and of the environment.

Primary program activities include regulating food and shellfish safety, tourist establishment sanitation, marina sanitation, migrant labor camp sanitation, lead poisoning investigation, swimming pool water quality, private well construction, the use of biosolids, and safe wastewater treatment and onsite disposal.

SPEECH: The mission of Virginia's food safety program is to prevent foodborne illness by ensuring that foods prepared and served by food establishments in the Commonwealth are safe, unadulterated, and prepared under sanitary conditions. Experience has shown that to accomplish this mission, food safety cannot be just one agency's focus. Instead, partnerships are needed on several levels to assure a safe food supply. In Virginia, local governments have partnered with the state to create jointly funded health districts that are administered at the local level. There are thirty-five local health departments that provide regulatory food protection services at 27,581 food establishments in the commonwealth. This enables local regulators to establish a relationship that might not have been possible if this service were solely a state function. Also, sister state agencies (Department of Agriculture and Consumer Services, Division of Consolidated Laboratory Services) have collaborated in providing training and education for regulators to help carry out the agency's mission. The success of Virginia's food safety program is a story of unique partnerships that have created effective cooperative programs.

Conservation Track

ENVIRONMENTAL QUALITY AND AGRICULTURE

USDA interacts with the Environmental Protection Agency (EPA), United States Fish and Wildlife Service, and numerous non-governmental agencies (NGOs) as it administers conservation programs. This interaction helps to expand the benefits from USDA conservation and draws attention to agriculture's role in providing environmental services. Coordinating conservation efforts has and will continue to enhance environmental quality.

**MODERATOR: Jon Scholl, Agricultural Liaison, Environmental Protection Agency
Washington, DC**

BIO: Jon Scholl was appointed Counselor to the Administrator for Agricultural Policy at the U.S. Environmental Protection Agency in August of 2004. In this position, he advises the Administrator on agricultural issues and serves as a liaison with agricultural organizations and agencies.

While at the EPA, Scholl has been actively involved in numerous initiatives of significance to agriculture. He has given leadership to an innovative livestock facilities air consent agreement, has been heavily involved in the rewriting of rules regulating concentrated animal feeding operations, and has lead the development of a comprehensive Agency strategy focusing on collaboration with the agricultural community. He also was an active participant in the formulation of the Bush Administration's farm bill conservation title proposal.

Scholl joined EPA after 25 years with the Illinois Farm Bureau where he most recently held the position of Executive Assistant to the President. Beginning in 1979, his tenure at the Farm Bureau included stints as director of public policy and director of national legislation where he worked with legislators on the state, regional and national levels.

He earned a B.S. degree in agricultural science from the University of Illinois.

Scholl is married and has two children. He is actively involved in his family's central Illinois grain farm.

PARTNERING FOR ENVIRONMENTAL POLICY IN THE 21ST CENTURY

Gary Mast

Deputy Under Secretary, Conservation, Natural Resources Conservation Service
USDA
Washington, DC

Gary W. Mast is the Deputy Under Secretary for Natural Resources and Environment (NRE). The NRE mission area at USDA includes two agencies – U.S. Forest Service and the Natural Resources Conservation Service (NRCS). NRE ensures the health of the land through sustainable management. The Forest Service and NRCS, under the direction of the Under Secretary for NRE, work to prevent damage to natural resources and the environment, restore the resource base, and promote good land management.

Mast served as Senior Advisor to the Chief of NRCS. Prior to this, Mast served as NRCS Special Assistant and Chief of Staff. Prior to joining USDA, Mast served as President of the National Association of Conservation Districts. He has been a Soil and Water Conservation District supervisor from 1981 to 2005 in his home state of Ohio and was President of the Ohio Federation of Soil and Water Districts from 1995 through 1997. As Deputy Under Secretary, Mast oversees NRCS and works closely with NRCS Chief Arlen Lancaster and Under Secretary Mark Rey on conservation policy and operations issues.

Mast is a self-employed farmer, the sixth generation on an Ohio family farm which began in 1829. With his brother Jon, he farms 1,000 acres of farmland; custom forage harvests approximately 7,000 acres. Gary and his brother Jon owned and operated a 650 cow dairy for 30 years prior to 2003.

Mast has received numerous state and national service awards for Natural Resources Conservation work. Additionally, until 2005 he was a member of the Bennett Agricultural Roundtable. Mast received a BA in Biology from Malone College in Ohio. He is married and has two teenage children.

SPEECH: One of the keys to improving protection of natural resources on private lands is the development of partnerships that represent a broad array of interests, especially those of landowners. Environmental policy is enhanced when all stakeholders are included at the beginning of policy making. This early involvement will help make the implementation of conservation policy more effective and efficient.

The U.S. Department of Agriculture (USDA) has a long history of partnering ranging back to the creation of the Soil Conservation Service in 1935. The first generation of soil conservationists found that working closely with producers was essential in developing conservation measures that were technically sound and economically viable. The local Soil Conservation Districts were the Natural Resources Conservation Service's first large group of local conservation partners. The district members provided a feedback mechanism to USDA as conservation techniques and policies were tested in hundreds of districts on thousands of farms. It still remains true that partnering, persuasion, and

cooperation have a central role and are often the most effective, least costly option to further conservation.

Current partnering arrangements are more widespread. Districts have grown up and partner with multiple Federal agencies. USDA and other Federal conservation organizations, partner among themselves and, with state and local agencies, and with non-governmental organizations. The following are a few examples of how USDA and NRCS partner with a wide range of individuals, groups, organizations, and agencies to create cooperative conservation efforts.

In the Oregon Pilot Project, the Forest Service, Natural Resource Conservation Service, and the Bureau of Land Management are working together to develop a long-term National Assessment of Rangelands to improve efficiency and effectiveness of rangeland inventory, monitoring and assessment efforts. This is part of a collaborative partnership called the Sustainable Rangelands Roundtable that is comprised of over 50 organizations including government agencies, universities, non-profits, and private landowners.

The Cheney Lake Water Quality Project in south central Kansas brought together farmers, the City of Wichita, NRCS, and EPA to implement conservation practices that were designed to clean and protect the city's water supply at Cheney Lake.

A project in Iowa, Illinois, Michigan, Minnesota, Missouri, Ohio, and Wisconsin encouraged new drainage water management systems in the Midwest that are improving water quality and wildlife habitat in the Mississippi River Basin. NRCS along with state, local, and business partners worked with landowners to improve water quality through drainage management.

Landowners in Oregon's Columbia River Basin that have NRCS conservation plans are able to use their lands for work and conservation with a minimum of Endangered Species Act red tape. This is a result of NRCS and the Fish and Wildlife Service developing a consultation process that allows blanket approval for some conservation practices without jeopardy to landowners.

This rancher-led partnership in New Mexico and Arizona is protecting privately-owned land and working landscapes through easements, grass-banking, and habitat restoration.

Finally, USDA and EPA collaboration during the development of the Confined Animal Feeding Operation Clean Water Act rule resulted in a balanced regulatory approach which took into consideration the economic needs of producers.

CONSERVATION PARTNERSHIPS

H. Dale Hall
Director, U.S. Fish and Wildlife Service
Washington, DC

BIO: H. Dale Hall was sworn in on October 12, 2005, as Director of the U.S. Fish and Wildlife Service after being nominated by President George W. Bush and confirmed by the Senate. A career Fish and Wildlife Service employee, Hall previously served as Regional Director for the Service's Southwest Region, in Albuquerque, New Mexico. In that capacity, he was responsible for directing the Service's fish, wildlife, and habitat conservation, protection, and enhancement activities in Arizona, New Mexico, Texas, and Oklahoma.

Prior to joining the Service in 1978, Hall, a native of Kentucky, did a four-year stint with the U.S. Air Force beginning in 1968, with overseas assignments in Italy and the Philippines. After returning to civilian life in 1972, he managed catfish farms in the delta region of Mississippi for Eden Fisheries and Farm, Inc.

During his first assignment with the Service, he worked in the wetlands of the Lower Mississippi Valley. In 1982, he transferred to Texas as a senior staff biologist. He was promoted to Field Supervisor and ran the Houston field office for four years. During his Houston assignment, Hall was honored as one of the Service's 10 most outstanding merit pay employees for 1986.

In 1987, Hall became the Deputy Assistant Director for Fisheries in the Service's Washington, D.C., office, where he played a major role in developing the Service's policy for management of the nation's fisheries facilities, including the Service's 75 fish hatcheries, 48 fish and wildlife management assistance offices, four technology development centers, and 11 fish health centers.

Hall moved to Portland, Oregon, in January 1991, where as the Assistant Regional Director for Ecological Services for the Pacific Region, he managed the Service's activities relating to the northern spotted owl, desert tortoise, endangered Hawaiian birds, and other listed species. He was also responsible for the regulation of the region's wetlands, environmental contaminants, issues, and Federal water projects. Under his guidance, more than 300 new species were placed under the protection of the Endangered Species Act and nearly \$200 million in environmental contaminants cleanup settlements were reached with parties responsible for the pollution.

During his last three years of service in the Pacific Region, Hall directly supervised all Service activities in the Klamath Ecoregion and in the State of California, with the exception of law enforcement. His responsibilities included managing the implementation of the Central Valley Project Improvement Act and water resource settlements under what has become known as the CALFED/Bay-Delta program. The Service anticipates that in partnership with Federal, State and private interests, it will jointly undertake more

than \$1 billion in fish and wildlife restoration activities in California over the next 20 years. In February 1996, Department of the Interior Secretary Bruce Babbitt presented Hall with the Department's Meritorious Service Award for the role he played in the President's Northwest Forest Plan.

In 1997, Hall was appointed Deputy Regional Director of the Service's Southeast Region where he assisted the Regional Director in overseeing Service efforts in 15 ecosystems that range in diversity from the hardwoods of the lower Mississippi to the tropics of the Caribbean.

Hall received a Bachelor of Science degree in biology and chemistry from Cumberland College in Williamsburg, Kentucky, and a master's degree in fisheries science from Louisiana State University. He is the author of numerous published papers on wetlands, fisheries ecology, and other topics. He has also taught courses on wetlands identification and delineation.

Hall and his wife, Sarah, from Bunkie, Louisiana, are parents to two daughters and a son. Hall's outside interests include hunting, fishing, and observing wildlife.

SPEECH: Coordination among federal, state and local agencies, non-governmental organizations and private landowners who share the goal of conserving the natural resources and enhancing the environmental quality of our nation's agricultural lands is the most effective way of expanding the multiple environmental benefits of USDA's conservation programs. The U.S. Fish and Wildlife Service works closely with USDA—in particular the Natural Resources Conservation Service (NRCS) and the Farm Service Agency (FSA)—and other conservation partners at the national, regional, state and local levels to help deliver a variety of Farm Bill conservation programs in ways that benefit the nation's fish and wildlife resources. The value of communicating and coordinating our conservation efforts and priorities is recognized at the national level through numerous interagency agreements that address the need for sharing information, quantifying conservation program benefits, conserving species at-risk and facilitating development of market-based approaches to conservation.

Coordination at the regional level with FSA and partner conservation organizations has resulted in new conservation practices under the Conservation Reserve Program, which benefit waterfowl and grassland birds in the Prairie Pothole Region and species at-risk associated with longleaf pine habitats in the Southeast. The value of state-level coordination is recognized through Service participation in NRCS State Technical Committees where there are numerous examples across the country of how USDA conservation programs benefit high priority fish and wildlife resources. Working one-on-one with producers at the local level to restore fish and wildlife habitat is the hallmark of the Service's Partners for Fish and Wildlife Program, which provides technical and financial assistance to private landowners and Tribes who are willing to work with us and our other conservation partners on a voluntary basis to help meet the habitat needs of our federal trust species. Effective conservation partnerships at all levels of program development, implementation and evaluation are the key to the success of USDA conservation programs during the past 20 years and will continue to be key to their future success.

IMPROVING WATER QUALITY ACROSS THE LANDSCAPE

Tom Casadevall
Director, Central Region, U.S. Geological Survey
Denver, Colorado

BIO: Tom Casadevall became Regional Director of the U.S. Geological Survey's 15-state Central Region on January 1, 2000. Prior to that, he served as Deputy Director of the USGS, from November 1998 through December 1999, including almost a year as USGS Acting Director. Tom served for two years as USGS Western Regional Director in 1996 and 1997. He has studied volcanoes around the world and from 1978 to 1996 was a geologist with the USGS Volcano Hazards Program, stationed at the Hawaiian Volcano Observatory, the Cascades Volcano Observatory, and in Denver, Colorado. From 1985 to 1988 he was the Advisory Volcanologist to the Government of Indonesia. Tom graduated from Beloit College, Wisconsin, with a Bachelor of Arts degree in Geology; he earned a Master of Arts degree in Geology and a Ph.D. in Geochemistry from Pennsylvania State University. His honors and awards include the Department of the Interior's Superior Service Award in 1994 and Meritorious Service Award in 2000, the 2006 Service to America Citizen Services Medal as the lead of a team of USGS scientists in Louisiana using boats and geospatial technology for hurricane rescue in the aftermath of Hurricane Katrina, and the 2006 Meritorious Presidential Rank Award.

SPEECH: The U.S. Geological Survey (USGS) represents the premier interdisciplinary research agency within the Department of the Interior with a national presence and considerable capacity to conduct long- and short-term technical and research projects. This presentation focuses on the capabilities of USGS to investigate water quality and water quantity science needs related to the environmental impacts of agricultural practices, but touches on additional, significant resources of USGS. Critical science needs of long-term monitoring, assessment, and research are addressed by locations across the country and numerous long-term datasets such as NAWQA, NSIP, contaminants, and sediments. Significant capabilities and analytical equipment are used to address source pathways, watershed processes, transport, fate, and effects on humans and biota. The complex national-level issues related to water quality necessitate partnerships between Federal and State agencies, Tribes, Interstate and State organizations, universities, and NGOs, and this is a strength of USGS. The strength and depth of USGS interdisciplinary capabilities will be critical in helping USDA address societal issues related to agricultural policy and practices at a number of temporal and spatial scales.

Ribbon Cutting at 3:15 p.m. for eXtension, the new national Internet resource of the Cooperative Extension Service in partnership with USDA's Cooperative State Research, Education, and Extension Service (CSREES).

Salon J

CONCURRENT SESSIONS

Thursday, February 21, 2008

3:45 p.m. - 5:15 p.m.

Rural America Track

THE CHANGING DEMOGRAPHY OF RURAL AMERICA

This session will highlight three critical population trends occurring in non-metropolitan counties across the country: rapid ethnic population growth; population aging; and retirement in-migration. All three trends have considerable direct public policy consequences as well as political implications.

MODERATOR: Calvin Beale, Senior Demographer, Resource and Rural Economics Division, Economic Research Service, USDA
Washington, DC

BIO: Calvin L. Beale is Senior Demographer at the Economic Research Service, U.S. Department of Agriculture in Washington. His research has focused on rural population trends, regional studies, and ethnic minorities. Before joining USDA, Beale was on the staff of the Bureau of the Census.

THE CHANGING FACE OF RURAL AMERICA: GROWING ETHNIC DIVERSITY

William Kandel
Economic Research Service, USDA
Washington, DC

BIO: William Kandel conducts demographic research on immigration, race, and ethnicity in rural America for the Economic Research Service of the U.S. Department of Agriculture. His current research analyzes new geographic destinations of rural immigrants, immigrant integration, public policy impacts of rural Hispanic population growth, farm labor, and the role of industrial restructuring in demographic change. Prior to moving to Washington DC, he conducted postdoctoral research in international demography and income inequality at Penn State's Population Research Institute. William earned his Ph.D. in Sociology from the University of Chicago and his M.S. in City and Regional Planning from Cornell University. His recent book, *Population Change and Rural Society*, co-edited with David Brown of Cornell University, was published by Springer Publishers in 2006.

SPEECH: Kandel's presentation will review trends on the growing racial and ethnic diversity in rural and small town America. It will present comparative data on socioeconomic well-being across major groups, emphasizing employment, economic disadvantage, and wealth accumulation.

AGING IN RURAL AMERICA: LOOMING HEALTHCARE CHALLENGES

Nina Glasgow
Senior Research Associate, Cornell University
Ithaca, New York

BIO: Nina Glasgow (Ph.D., Sociology, University of Illinois, Champaign-Urbana, 1982) is a senior research associate in the Department of Development Sociology, Cornell University. Dr. Glasgow's program of research, extension and outreach focuses primarily on the sociology of aging and the life course, especially in rural environments. She has conducted research on demographic aspects of rural aging, poverty and income status, quality of life, health and overall well being of rural older people. Further, she has investigated the challenges and opportunities that rural communities and institutions pose for older inhabitants. Dr. Glasgow has a particular interest in the social causation of health and longevity, having published research findings on the positive relationship between social integration and health. Her most recent research (with co-author David Brown) has been published in *Rural Retirement Migration*, Springer Publishing, 2008. Dr. Glasgow uses life course theory and methods to examine the timing, context, history and trajectories of events and transitions in the lives of older rural residents. Dr. Glasgow has published three books, as well as numerous articles, book chapters, policy briefs and other extension/outreach publications. She has served on editorial boards of journals, held elected office and chaired committees in several professional organizations, organized social science conferences and served as panel manager for a USDA competitive grants program.

SPEECH: Declining fertility rates and increases in life expectancy fueled the rapid aging of the U.S. population, including the rural, during the 20th Century. With the unusually large Baby Boom birth cohorts starting to reach age 65 in 2011 population aging will accelerate at a particularly rapid pace from now until at least 2030. Most Americans – both young and old – live in urban areas, but the rural population has a higher proportion of older people than does the urban population (26 versus 22 percent). This higher concentration of older rural residents has implications for the mix of public and consumer services needed by the rural compared to the urban older population. Moreover, older rural residents' characteristics differ somewhat from their urban counterparts, and the conditions under which goods and services are provided differ across rural and urban communities. An even more important consideration for rural America, perhaps, is the wide variability across rural communities in the structure and composition of the older population. For example, in rural retirement destinations (scenic places that attract immigration of older people who move primarily from cities following retirement), the older population is relatively more affluent, younger, and more likely to be in married couple households than older residents of rural places characterized by chronic out-migration of young people and an older population that was left behind to age in place. In the latter type of rural area, older inhabitants are relatively older, are less affluent and more likely to be widowed and living alone than older residents of rural retirement destinations. The characteristics and relative need for public and private services of the elderly population vary across these distinctly different types of rural area, and this presentation considers the policy implications of such differences.

Thursday, February 21, 2008

RETURN MIGRATION TO RURAL AND SMALL TOWN AMERICA
*Return Migration to Geographically Disadvantaged
Communities in Rural America*

John Cromartie
Geographer, Economic Research Service, USDA
Washington, DC

BIO: John Cromartie is a geographer with the Economic Research Service, U.S. Department of Agriculture, and a visiting lecturer at George Washington University. He oversees a program of research on rural migration, population distribution, and the effects of demographic change on rural well-being. He serves as a consultant to the Office of Management and Budget on metropolitan area definitions and the American Community Survey. John received a Ph.D. in geography from the University of North Carolina in 1989 and has been at the Economic Research Service since 1990.

SPEECH: In-migration is more important than out-migration in distinguishing rural areas that are growing or declining in population, and return migration is a major component of in-migration to geographically-disadvantaged areas. The goal of this research is to assist rural communities by examining the causes and impacts of return migration within a life-cycle framework. We show that return migration contributes to replenishing human capital lost through out-migration, and thus has potential for improving the vitality of slow-growing or declining rural places.

Thursday, February 21, 2008

REACHING OUT TO MEASURE RURAL AMERICA

Virginia Harris
Agricultural Statistician, National Agricultural Statistics Service
USDA
Washington, DC

BIO: Virginia Harris is a graduate of Rice University, Stanford University, and the University of Illinois at Urbana-Champaign, with graduate degrees in agricultural economics. She has worked for the National Agricultural Statistics Service for almost 5 years. Her work has focused on the Census of Agriculture, with special interests in demographic data and organic agriculture. She explored the additional demographic data available from the census on multiple operators and researched succession possibilities on American farm operations. She spearheaded the work creating a new organic section on the 2007 Census of Agriculture. Forms were mailed out in December of 2007, and data from the 2007 Census of Agriculture will be available in February of 2009.

SPEECH: The Census of Agriculture has collected data on America's farms and ranches since the 1800s. The census provides the most detailed analysis of American agriculture down to the county level. In addition to inventory and production

information, census data provides a look the men and women who are America's farmers. Most of the demographic data on farm operators dates from the early 1900s, and was added to gradually in different census cycles. Data on the age of operators is one of the oldest series, and data for multiple operators is the newest series. With a century of demographic data, trends in the characteristics of farm operators are explored.

Energy & Technology Track

ETHANOL: IS IT A SUSTAINABLE ALTERNATIVE?

As the industry grows and matures, a number of issues are of great interest to the industry and to policy makers. This panel explores three of the cutting edge issues and the results of recent biofuels studies.

**MODERATOR: Roger K. Conway, Director, Office of Energy Policy and New Uses, USDA
Washington, DC**

BIO: Roger is a native of Virginia and received his B.A. degree in Economics at The George Washington University, his M.A. in Economics at George Mason University, and his Ph.D. in Economics at The George Washington University.

He joined the Economic Research Service (ERS) of the U.S. Department of Agriculture (USDA) in 1978 as an Agricultural Economist specializing in commodity modeling.

In 1985, Roger spent a year with the Bureau of Economic Analysis, U.S. Department of Commerce, as an Econometrician before returning to ERS to become Section Leader of the Productivity and Public Policy Section in the Resources and Technology Division. In that capacity, Roger led successful program initiatives to redesign the current USDA productivity indices, introduce important recent advances in agricultural production economics into the staff analysis and policy making process, and evaluate sustainable agricultural production practices. For his efforts with ERS, Roger has received four ERS Administrator Special Merit Awards.

Roger has shown a variety of research interests duly indicated by the breadth of topics covered by his numerous publications and professional presentations. Topics have included global warming, international trade, commodity policy, agricultural investment and macroeconomic policy among others. Roger has published well over 20 refereed journal articles in such journals as the *American Journal of Agricultural Economics*, *Journal of Business and Economic Statistics*, and *Econometric Reviews*.

Roger became Director of what is now called the Office of Energy Policy and New Uses (OEPNU) in 1990. As OEPNU's Director, Roger led many interagency and interdepartmental efforts, presented results of special analysis and technical information and represented policy positions of the Department on a variety of sensitive issues. He has served as the Department representative for such activities as the Department of Energy's (DOE) National Energy Strategy, DOE Oil and Gas Initiative and the White House Bioenergy Initiative. For his efforts as group leader, Roger was awarded the Department's highest honor in 1993, the Distinguished Service Award, for "Innovative interagency coordination to develop and implement the Secretary's initiative to enhance USDA's biofuels activities."

Thursday, February 21, 2008

AFTER THE RENEWABLE FUELS STANDARD: PROSPECTS FOR CONTINUED ETHANOL DEVELOPMENT

Douglas A. Durante
Executive Director, Clean Fuels Development Coalition
Bethesda, Maryland

BIO: Mr. Durante serves as the Executive Director and Washington Representative of the Clean Fuels Development Coalition (CFDC), a non-profit organization he assisted in forming in 1987. The CFDC works in support of renewable alcohols and has a broad-based membership including automotive, agricultural, and other alternative energy interests. Mr. Durante has been working in the fields of energy, transportation, and the environment since 1977. He was the Director of Public Affairs for the National Alcohol Fuels Commission and also served as a Special Assistant in the Office of Alcohol Fuels at the U.S. Department of Energy. Mr. Durante has been involved in the development of several ethanol projects throughout the U.S. on behalf of his member companies and other clients. Mr. Durante has served on numerous state and federal advisory committees, including Chair of the Fuels Subcommittee of the Federal Biomass Advisory Committee and on the Governors' Ethanol Coalition's Biomass Advisory Committee. He also served on the U.S. Environmental Protection Agency's Clean Fuels Advisory Committee, and the Department of Energy's Business Roundtable Advisory Group. He holds a B.A. degree in English and Journalism from Elon University (North Carolina) and has completed a number of graduate courses and programs in business and government affairs.

SPEECH: The phenomenal growth of the ethanol industry following the 2000 Farm Bill and the 2005 EPACT hit a wall in 2006, but the 2007 EPACT has the industry back in full growth mode. With a new Farm Bill and Climate Change initiatives, ethanol is on a roll. This presentation will look at the path to current law and where the industry is headed.

Thursday, February 21, 2008

NEW ADVANCES IN ETHANOL PROCESSING EFFICIENCY

Mark Stowers
Vice President for Research and Development, POET Research
Sioux Falls, South Dakota

BIO: Dr. Mark D. Stowers is responsible for the development and implementation of the POET's research and development strategy. For the past 25 years Dr. Stowers has contributed to the improvement of our food supply, nutrition and environment through the advancement of biotechnology. Dr. Stowers has played an important role the creation of industry guidelines assuring the safety of foods produced by genetic modification. These guidelines were largely adopted by the Food and Drug Administration as published

in the *Federal Register*. In addition Dr. Stowers has helped to capitalize several biotechnology-based opportunities through mergers and acquisitions, licensing, and debt and equity financing. Prior to joining POET, Dr. Stowers served in business and research management positions at MBI International, Monsanto and Eastman Kodak.

Dr. Stowers received his Ph.D. in microbiology from North Carolina State University. He completed post-doctoral studies at the Boyce Thompson Institute, Cornell University and attended Washington University's Olin School of Business in St. Louis. Dr. Stowers currently serves on advisory board for the International Center for Advanced Renewable Energy and Sustainability, Washington University – St. Louis Research Advisory Council and as Vice President of the North Carolina Agriculture and Life Sciences Research Foundation. Dr. Stowers also serves on the editorial board of the Journal of Biobased Materials and Bioenergy. He was named North Carolina State University's Distinguished Alumnus in 2003.

SPEECH: Over the past twenty years, the ethanol industry has emerged from a small bankrupt dry grind facility in Scotland, South Dakota with a few corn wet millers into a multi-billion dollar industry with the projected market of over 30% of the US transportation fuel in 2022. Advances in corn production, ethanol processing efficiencies and the ability to market co-products are some of the key reasons for the success of the industry. Corn yields have increased by 44% since 1987. Corn conversion to ethanol increased by over 20% and the ethanol titers have almost doubled. The market for distillers' grains has expanded beyond dairy cows to include swine, poultry among others and now stretches to Mexico and throughout the Far East. With over 135 ethanol plants in US and production for 2007 of 6.1 billion gallons, the industry is poised to expand production through the integration of corn to ethanol and cellulose to ethanol.

Thursday, February 21, 2008

MANAGING THE FOOD/FEED/FINANCE INTERSECTION

**Vincent Andrews,
U.S. Agricultural Food Producers & Packaged Foods - North America
Vice President, Morgan Stanley
New York, New York**

BIO: Vincent joined Morgan Stanley in 2003 in London Equity Research, where he worked with the Materials team. Vincent joined the U.S. Research Department in 2004 in the Tobacco group. Vincent is currently an analyst covering Agricultural Products, Packaged Food and Tobacco. Vincent received a bachelor's degree from Georgetown University and an MBA from Columbia Business School.

RESULTS OF RECENT BIOFUELS STUDIES

Rick Tolman
Chief Executive Officer, National Corn Growers Association
Chesterfield, Missouri

BIO: Rick Tolman serves as Chief Executive Officer of the National Corn Growers Association (NCGA), a producer-directed trade association headquartered in St. Louis, Missouri, with a second office in Washington, D.C. Its mission is to create and increase opportunities for corn growers.

Tolman joined NCGA in September 2000. He previously served as executive director for the U.S. Grains Council, a non-profit organization that promotes the export of U.S. barley, corn and sorghum and related products.

Tolman has served on the USDA Agricultural Trade Advisory Committee (ATAC) for grains and oilseeds and as Chairman for the Midwest Area River Coalition (MARC 2000). He has been appointed as a member of the Society of Industrial Leaders and to the Gerson Lehman Group Councils as an expert on agriculture.

Tolman is a graduate of Brigham Young University and received his master's degree in agricultural economics from Purdue University. He and his wife Linda have five children and reside in Ballwin, Missouri.

SPEECH: With an expanded renewable fuels standard, the United States now has the opportunity to strengthen its energy security with biofuels. Not only is this important for energy independence, but for the environment. Every way you look at it, corn ethanol provides a more sustainable energy alternative to petroleum. This presentation will look at sustainability in three areas: corn production, the conversion of corn to ethanol, and the use of ethanol as fuel. Not only is corn ethanol a “green” fuel, but it is becoming an even greener fuel as the technology behind it matures and becomes more efficient, just as corn production itself has become more sustainable thanks to technology. Much of the positive research regarding ethanol and sustainability is produced under federal government auspices. For example, the use of E10 gasoline (10 percent ethanol blends) reduces greenhouse gas emissions by 18 percent to 29 percent compared with conventional gasoline, according to Argonne National Laboratory. And a recent EPA report found that ethanol additives significantly lowered MTBE usage, easing concerns about groundwater contamination.

Policy & Trade Track

LIFE AFTER DOHA

This session provides a forum for discussing visions for agricultural trade liberalization in a post-Doha environment. Considerable skepticism remains regarding prospects for a Doha multilateral trade liberalization deal in spite of recent significant progress. Passage of a new Trade Promotion Authority and Congressional approval of three concluded Free Trade Agreements (FTA) also raise innumerable questions. Meanwhile, trading partners continue to seek and conclude FTAs. The session will address how the multilateral trade liberalization process might proceed pending near-term outcomes in Geneva, and how free trade agreements are and could continue to alter competition in the agricultural trade arena.

**MODERATOR: Michael W. Yost, Administrator, Foreign Agricultural Service, USDA
Washington, DC**

BIO: Michael W. Yost became FAS Administrator on March 9, 2006.

Before his appointment to FAS, Yost served as Associate Administrator for USDA's Farm Service Agency (FSA). As the Associate Administrator for Programs, Mr. Yost was responsible for supervising and administering programs for conservation, disaster assistance, farm commodities and farm loans.

Prior to coming to USDA, Yost was President of Yost Farm, Incorporated, in Minnesota, where he produced corn, soybeans, spring wheat and alfalfa. As a fourth-generation farmer, he adapted to the latest changes in technology and business partnerships to enhance the farm's productivity for today and future generations.

Yost has held leadership positions with several commodity associations at the county and state levels. He was a member of USDA's Biotech Advisory Board, USDA/Department of Energy Biomass Advisory Board, and recently served two terms on the National Biodiesel Board. In this capacity, he took steps to expand the economic prospects and environmental promise of renewable energy by promoting clean, renewable, farm-based fuel and educating the public about the benefits of biodiesel to farmers, biodiesel producers, and rural communities throughout America.

From the mid-1990s to 2000, Yost was heavily involved with the American Soybean Association, where he held positions as Chairman, Vice-President, and President. As president, he worked to strengthen soybeans as a viable crop, ensured ongoing demand from food and feed processors, and promoted the development and use of U.S. soybeans and soy-based products.

A native of Murdock, Minnesota, Yost holds a Bachelor of Science degree in Agriculture Business Administration from the University of Minnesota. He and his wife, Sandra, have two sons

Thursday, February 21, 2008

AGRICULTURAL TRADE POLICY IN THE UNITED STATES — THE BIG PICTURE

Ambassador Allen F. Johnson
President, Allen F. Johnson & Associates

BIO: Allen Johnson founded Allen F. Johnson and Associates in 2005 to promote international trade, build alliances – locally, regionally, globally – and find solutions that create opportunities for clients in international commerce. As president and chief executive officer, he directs the firm's work on policy consulting, business consulting, provision of commercial services, and product trading.

Johnson served as Ambassador and Chief Agriculture Negotiator for the United States at the Office of the United States Trade Representative (USTR) in the Executive Office of the President from April 2001 until September 2005. He was a key architect and core player in advancing the most active trade agenda in US history. In this cabinet deputy level position he had global responsibilities and handled the most complex, sensitive and essential trade policy issues. In this role he worked closely with the Economic, Trade, Foreign and Agriculture Ministers in virtually every country of interest to the United States. He was responsible for directing all U.S. agricultural negotiations including globally in the World Trade Organization (WTO), regionally in the Free Trade Area of the Americas (FTAA), and all bilateral free trade agreements with various countries and groups of countries such as the three Andean countries, Australia, Bahrain, five Central American countries, Chile, Dominican Republic, Morocco, Panama, Singapore, the five South African Customs Union (SACU) countries, and Thailand. He closed free trade agreements (FTAs) with 12 countries on five continents and made important advances in FTA negotiations finished after he left office. Johnson was also responsible for WTO accession negotiations and for resolving difficult bilateral issues and disputes, including issues related to new technologies, subsidies, and tariff and nontariff barriers. This work required coordination with other U.S. government agencies, members of Congress of both parties, and private sector interests.

Before joining the government, Johnson was the Executive Vice President (EVP) of a services company called Hauck & Associates in Washington, D.C for seven years. As a senior partner he was involved in all aspects of the executive management of the company which engaged in national and international association management with clients in agriculture and food processing, entertainment, financial and other services, government relations, healthcare, intellectual property, and manufacturing. He led the marketing efforts that resulted in the company's relationship with its largest new clients. In addition while serving as EVP, he also managed the most important accounts for the company, serving as President of the National Oilseed Processors Association and President of the American Coke and Coal Chemicals Institute, covering these clients' needs in all issues, foreign and domestic.

Before Hauck and Associates Johnson was a consultant for general management and strategic consulting firm called Marakon Associates in Palo Alto, California. He worked

in the United States and Latin America for high-tech, consumer food products and pharmaceutical companies in evaluating client needs, recommending solutions, and assisting in the integration of these new strategies into their operations. Johnson has also served as the chief executive officer (CEO) of several organizations, including leading the Iowa soybean growers' association and promotion boards. He also worked in the US Senate for now ranking member of the Finance Committee, Senator Charles Grassley as his agricultural, environmental and trade legislative assistant covering many issues including the development of the farm bill, thereby helping him to be the first US Senator re-elected in Iowa in decades (he has now been re-elected four times).

Over the last 25 years Mr. Johnson has served in leadership roles in political and policy areas on the local, state, national and international level. He also has worked on and supported several Presidential, Senate, and House campaigns and candidates, as well as being active in several state level campaigns. He received a Masters in Business Administration (MBA) from Stanford University's Graduate School of Business and Masters in Food Research from Stanford University in California. His undergraduate degree is in Business Administration from George Mason University in Virginia. He grew up working on farms in Long Grove, Iowa.

Thursday, February 21, 2008

MULTILATERAL AND REGIONAL TRADE NEGOTIATIONS: A VIEW FROM URUGUAY

**Minister Hugo Cayrus Maurin
Deputy Chief of Mission, Embassy of Uruguay
Washington, DC**

BIO: Hugo Cayrus is currently the Deputy Chief of Mission of the Embassy of Uruguay in Washington DC. He is a career diplomat who served as Deputy-Director General of International Economic Affairs (2003-2004) and Head of the Dispute Settlement Unit (2003-2006) at the Ministry of Foreign Affairs of Uruguay.

He has been assigned to the Uruguayan Embassy in Beijing, People's Republic of China (1990-1995) and the Permanent Mission of Uruguay to the United Nations and the World Trade Organization (WTO) in Geneva (1998-2003). He was Uruguayan delegate to the following WTO bodies: General Council, Trade Negotiations Committee, Dispute Settlement Body, Special Session of the Dispute Settlement Body, Council for Trade in Services and its subsidiary bodies, Committee on Agriculture, Special Session of the Committee on Agriculture, Committee on Sanitary and Phytosanitary Measures, Council for Trade in Goods, Committee on Market Access, Trade Policy Review Body, and WTO Accessions. In addition, he was Chairman of the Working Party on GATS Rules (WTO, 2001) and he chaired the plurilateral meetings on Trade in Services in the Working Party on the Accession of the People's Republic of China to the WTO.

He has participated in different seminars and conferences on WTO, as well as written articles on various WTO topics. Hugo Cayrus holds a law degree (J.D.) from the Law School, Republic University in Montevideo, Uruguay, and he is a Professor at the University of Montevideo where he teaches a course on GATT/WTO. He speaks Spanish, English and French. He is married and has four children.

**THE GENEVA MIX: MULTILATERAL AND REGIONAL TRADE
LIBERALIZATION**

John M. Weekes
Senior Policy Advisor, Sidley Austin LLP
Geneva, Switzerland

BIO: A veteran of 35 years in the field of trade policy and negotiations, John Weekes is senior international trade policy adviser at Sidley Austin LLP in Geneva. He provides strategic advice to the firm's clients across a broad range of international trade policy matters. He serves on the board or as adviser to a number of non-profit organizations. He is a frequent speaker on the challenges facing the trading system and related political issues. Mr. Weekes participates regularly in conferences on these subjects and contributes articles to newspapers and magazines.

Mr. Weekes was Canada's Ambassador to the WTO from 1995 to 1999 and Chair of the WTO General Council in 1998. He served as Canada's Chief Negotiator for the North American Free Trade Agreement (NAFTA), including for the side agreements on environmental and labor co-operation. He was Ambassador to GATT during the Uruguay Round of multilateral trade negotiations and Chair of the GATT Council in 1989 and then of the GATT Contracting Parties in 1990. In the 1970s he participated in the Tokyo Round of GATT negotiations.

Prior to joining Sidley Austin in May 2003, Mr. Weekes was Chair of the Global Trade Practice at APCO Worldwide, an international public affairs and communications consultancy.

Thursday, February 21, 2008

Food Risk & Security Track

PROTECTING THE FOOD SUPPLY THROUGH FOOD SAFETY AND DEFENSE

This session highlights the ongoing efforts to protect the food supply from both unintentional and intentional threats.

**MODERATOR: Karlease Kelly, Executive Associate, Food Safety and Inspection Service, USDA
Washington, DC**

BIO: Dr. Kelly is a senior executive leading the Office of Outreach, Employee Education and Training, Food Safety & Inspection Service, U.S. Department of Agriculture. She is responsible for Agency-wide efforts to develop the skills and scientific knowledge of its workforce, as well as conducting outreach activities for small and very small meat, poultry and egg processors to help them enhance their food safety and food defense systems.

Dr. Kelly has over 13 years of government service in USDA. Her experience includes working as an instructor, a Program Analyst, Chief of the Program Analysis Branch at the Technical Service Center, and more recently the Agency's Chief Training Officer.

Dr. Kelly received her M.S. in educational psychology, and Ph.D. in organizational psychology from Texas A&M University where she conducted research on improving organizational productivity and teaching effectiveness.

Thursday, February 21, 2008

PREVENTING E. COLI CONTAMINATION OF FOOD

**Robert Mandrell
Produce Safety and Microbiology Research, Research Leader
Western Regional Research Center, Agricultural Research Service, USDA
Albany, California**

BIO: Robert Mandrell is the Research Leader of the Produce Safety and Microbiology Research Unit at the USDA, Agricultural Research Service, Western Regional Research Center, in Albany, California. He received his B.S. degree in microbiology from Ohio State University and his Ph.D. in biochemistry and microbiology from University of Birmingham in the United Kingdom. Robert's early work involved research on the immunochemistry of bacterial mucosal pathogens, including pathogenic *Neisseria* and *Haemophilus* species, and development of polysaccharide-protein conjugate vaccines. Robert joined the ARS Western Regional Research Center in 1996 to work on

Campylobacter in the food supply. The Produce Safety and Microbiology Research Unit consists of 11 Ph.D scientists and 22 support staff involved in work related to pre- and post-harvest microbial food safety of produce, environmental and source tracking studies related to pathogens in produce production regions, and microbial genomics and proteomics of food pathogens. Robert and some members of his research unit have been involved recently in both laboratory and field work related to the multiple outbreaks associated with *Escherichia coli* O157:H7 contamination of leafy vegetables grown on the central California coast.

SPEECH: Recent outbreaks of *Escherichia coli* O157:H7 associated with leafy vegetables have increased concern about the quality of the pre-harvest environment. There are many unanswered questions regarding the reservoirs and the transport and fate of pathogens in the pre-harvest environment. Definitive information is needed to assist in maximizing the quality of the critical agricultural environment for growing fresh produce, including leafy vegetables. Using the *E. coli* O157:H7 outbreaks as a model, background will be provided about the outbreaks, the production environment, and the results of studies and investigations that indicate potential risk factors and the dynamic nature of events in this unique region for agriculture. Obviously, no single risk factor explains foodborne illnesses caused by contamination in the pre-harvest environment, rather a convergence of multiple events may be required to cause major outbreaks.

Thursday, February 21, 2008

E. COLI CONTAMINATION OF MEAT AND POULTRY: A REGULATORY PERSPECTIVE

Daniel Englejohn

**Deputy Assistant Administrator, Food Safety and Inspection Service, USDA
Washington, DC**

BIO:

Formal Education:

B.S. -- Animal Science, University of Illinois, Urbana, IL

M.S. -- Animal Science, University of Illinois, Urbana, IL

Specialty – Meat Science/Muscle Biology

Ph.D. -- Nutrition, Howard University, Washington, DC

Specialty – Human Experimental Nutrition

Current Work Experience:

September 2002 to Present – Engeljohn serves in the Senior Executive Service at USDA in the policy office of the Department's public health regulatory agency. He oversees the risk management activities associated with meat, poultry, and processed egg products and leads the strategic planning efforts involving the development of food safety regulations. Engeljohn represents FSIS on the National Advisory Committee on Microbiological Criteria for Foods and is the FSIS spokesperson on food irradiation issues. In addition, he serves as an adjunct assistant professor of nutrition on the graduate faculty at Howard University and teaches both undergraduate and graduate courses on human nutrition.

July 1979 to September 2002 – Engeljohn served as both a Meat Marketing Specialist and a Food Technologist in the meat grading and food safety programs at USDA.

SPEECH: FSIS will present information on how it measures whether its public health goals are being met with regard to control of E. coli O157:H7 in raw beef. In addition, FSIS will identify next steps that are intended to mitigate the risk of E. coli O157:H7 in raw beef. These next steps will be initiated prior to the start of the 2008 high prevalence season for this pathogen beginning in April.

Thursday, February 21, 2008

HAZARD ANALYSIS AND CRITICAL CONTROL POINTS (HACCP) IN SMALL PLANT OPERATIONS

**Mark Schad
Schad Meat, Inc.
Cincinnati, Ohio**

BIO: Mark is the owner/operator of Schad Meats, a very small plant which has a niche market in the Greater Cincinnati area supplying small butcher and specialty shops with quality boneless and semi-boneless hams. Since 1984 Mark has dealt with the challenges and opportunities facing small processors. Mark brings experience from a large processing facility having worked as a product and process development Food Technologist for Peter Eckrich & Sons for over 5 years prior to starting Schad Meats. Mark became involved with the Ohio Association of Meat Processors and the American Association of Meat Processors, serving on the Board of Directors and as President of each of these organizations. Mark is in his third appointed term on the National Advisory Committee for Meat and Poultry Inspection providing small industry representation and guidance. Mark participated on the sub-committee for Risk Based Inspection and was a representative on the Food Defense Focus Group which worked to modify the Food Defense Planning Guide to simplify and make it user friendly for small and very small plants. Mark was a Food Safety Summit Speaker in 2004 doing presentations on Food Safety for the Small Processor-Prioritizing Your Budget and Listeria – All Risks, No Rewards. Having earned his Masters Degree from the Ohio State University, Mark works with and continues to support the Animal and Food Science Departments, including participating in a USDA funded HACCP Video on validation and verification components of a plant's HACCP plan.

SPEECH: In today's marketplace, small and very small meat processors have implemented Hazard Analysis Critical Point (HACCP) programs. Small plants face challenges to successfully put a Food Safety System in place. HACCP is only one component of what small plant operators must have as part of their operational Food Safety System. An effective Food Safety System encompasses not only HACCP, but Sanitation Programs, Pre-requisite Programs, a Food Defense Program and Microbial Testing Programs. Complying with Meat Inspection regulations can be complicated for the small processor when many of the regulations appear to have been written for the large processing plant. Understanding the plant's limited financial and human resources,

products, including minimizing potential “defects,” processes, physical layout, employee considerations, and other components of what makes a functioning Food Safety System is a requirement to providing products for a wide-ranging marketplace. Exportation, if any, is very limited by the very small and small plant low production volume. Imports, however, bring the global aspect into the very small and small plant where raw materials may be imported and may be financially advantageous but may create a negative effect if there were an intentional or unintentional contamination incident. Having a complete Food Safety System with HACCP being a key component provides a basis to insure the delivery of “safe” food to the marketplace.

Thursday, February 21, 2008

AGROTERRORISM: PROTECTING AMERICA’S FOOD SUPPLY

Peter De La Cuesta
Supervisory Special Agent, Infrastructure Counterterrorism Team
WMD Directorate, Federal Bureau of Investigation
Washington, DC

BIO: Peter M. de la Cuesta is a Supervisory Special Agent in the FBI’s Weapons of Mass Destruction Directorate where he runs the Infrastructure Counterterrorism Team. SSA de la Cuesta served in the FBI’s New York Field office as the WMD Coordinator for the New York Division and primarily worked Domestic Terrorism cases.

Prior to joining the FBI, SSA de la Cuesta worked for the New Jersey State Commission of Investigation primarily working Non-Traditional Organized Crime investigations.

SPEECH: The presenter will discuss how law enforcement and intelligence agencies are working together with other officials and agencies, creating partnerships, sharing information and collaborating to protect America’s food supply.

Thursday, February 21, 2008

IMPORTS AND GLOBAL COLLABORATION ON FOOD DEFENSE

Kim R. Green
Senior Scientist, Office of Food Defense and Emergency Response
Food Safety and Inspection Service, USDA
Washington, DC

BIO: Kim Green is a Senior Scientist with the Office of Food Defense and Emergency Response (OFDER) of the Food Safety and Inspection Service (FSIS) of the US Department of Agriculture (USDA). In this capacity she provides support to FSIS in establishing food defense concepts in Agency programs and works with other Federal agencies and foreign governments to develop strategies for protecting food from acts of bioterrorism. She also provides oversight and leadership in the development of vulnerability assessments for Agency programs, initiatives, and guidance. In this role, she collaborates with private industry and government to jointly assess vulnerabilities in the food supply and promote potential mitigation strategies.

Before joining FSIS, Ms. Green was the Vice President for Research, Science, and Technical Affairs for the International Bottled Water Association, the trade association representing the bottled water industry. She comes to food defense issues from a background in food safety and environmental health. Ms. Green is an active member of the Institute of Food Technologists. She received her Master of Science Degree in Chemistry from The Colorado School of Mines.

SPEECH: This presentation will describe the Asia Pacific Economic Cooperation (APEC) Food Defense Initiative and G8 collaboration for food imports, global food supply, and vulnerability assessments. These activities encouraged member countries to further share strategies and develop best practices to defend the food supply from deliberate contamination. These goals were advanced through workshops that engage experts from the public and private sector. In 2007, the APEC Economies became the first international forum to issue guidance on food defense, highlighting the importance of international cooperation in this area.

Conservation Track

EMERGING ENVIRONMENTAL MARKETS: WHAT'S THE PAYOFF?

The 2007 Farm legislation contains a new environmental markets provision; \$50 million dollars is authorized to facilitate environmental services markets.

MODERATOR: Melissa Simpson, Deputy Under Secretary, Natural Resources and Environment, USDA
Washington, DC

BIO: Agriculture Under Secretary for Natural Resources and Environment Mark Rey appointed Melissa M. Simpson as Deputy Under Secretary for Natural Resources and Environment in 2007. As deputy under secretary, Simpson is responsible for policy relating to the programs of the U.S. Department of Agriculture's Forest Service.

Simpson most recently served as Counselor to Rey. Prior to her appointment, she was Counselor to the Assistant Secretary for Land and Minerals Management at the Department of the Interior. From 2003 to 2005 she served as Deputy Director for External and Intergovernmental Affairs to Interior Secretary Gale Norton, where she worked with senior policy officials and stakeholders on a wide variety of natural resources issues involving conservation and management of public lands.

From 2001 to 2003 Simpson served as the senior legislative assistant for natural resources to Congressman Scott McInnis (CO, Ret.), where she played a key role in the passage of the Healthy Forests Restoration Act of 2003 and other natural resources legislation. Simpson is from Colorado, a graduate of Colorado State University and Creighton University School of Law.

Thursday, February 21, 2008

AGRICULTURAL CARBON AND GREENHOUSE GASES: MOVING TO MARKETS

James L. Cummins
Executive Vice President, The Carbon Fund
Stoneville, Missouri

BIO: James L. Cummins, a certified fisheries and wildlife biologist by training, is executive vice-president of The Carbon Fund. His professional interests include developing and maintaining private, voluntary, incentive-, tax-, and market-based solutions to environmental problems. He worked with Senator Thad Cochran and Dr. Mark Keenum to author legislation for the Wildlife Habitat Incentives Program and the 2-million acre Healthy Forests Reserve Program. He works extensively in the area of carbon sequestration to reforest private lands in the Gulf Coastal Plain, the Lower

Mississippi River Valley, the Blackland Prairie, and Kodiak Island, Alaska. He is a former legislative assistant for Senator Cochran.

Thursday, February 21, 2008

ENHANCING WILDLIFE POPULATIONS ACROSS THE LANDSCAPE

Tom Franklin
Senior Vice President, Teddy Roosevelt Conservation Partnership
Washington, DC

BIO: Tom earned a B.A. in natural resource conservation, wildlife management, from the University of Maryland in 1972 and an M.S. administrative science from The Johns Hopkins University in 1988. He was a wildlife biologist with the Urban Wildlife Research Center (UWRC) from 1973 to 1978. He was promoted to Executive Director of the UWRC in 1978. The UWRC investigated ways to protect and conserve wildlife in urban and suburban areas. In 1983 Tom joined The Wildlife Society (TWS), the association of professional wildlife biologists and managers. His first role with TWS was as Field Director, in charge of membership activities and conservation affairs. In 1991, he was selected as Wildlife Policy Director of The Wildlife Society where he led the Society's government relations program. In 1994, Tom established a wild bird and nature retail store, The Wildlife Authority, Inc., located in Ellicott City, Maryland. From 2004-2005, Tom served as acting Executive Director of The Wildlife Society. In June 2005, he was named Izaak Walton League's Conservation Director where he leads the government affairs and education programs.

Tom is a Certified Wildlife Biologist. He has authored many articles in professional and lay publications and made many presentations at conferences and symposia addressing urban/suburban wildlife management, association leadership and natural resource policy. He received the Daniel L. Leedy Urban Wildlife Conservation Award; Professional of the Year, Maryland/Delaware Chapter of The Wildlife Society; President's Award, The Wildlife Society; Special Recognition Service Award, The Wildlife Society; and Special Award of Appreciation for 20 Years of Outstanding Service to The Wildlife Society. He serves on the Executive Committee of the American Wildlife Conservation Partners; Policy Council of the Theodore Roosevelt Conservation Partnership; Steering Committee of Teaming With Wildlife Coalition; Chairs the Wildlife Diversity Advisory Committee for the Maryland Department of Natural Resources; and is Chair of the Membership Committee of the Washington Biologists' Field Club.

Tom is an avid outdoorsman and especially enjoys hunting, fishing, birding and managing the family farm for fish and wildlife.

SPEECH: Emerging Markets for Wildlife-related Recreation

Although recreational experiences involving wildlife have been purchased for many years, paying for these experiences, such as guided hunting, fishing, and viewing trips; or membership in hunting clubs are the exception rather than the rule. Over the past half century, as access to open lands has diminished, many individuals have increased willingness to pay for wildlife experiences. This raises the questions, "Are markets for

wildlife recreation emerging?" And if so "What are the drivers and barriers to these markets?"

There are multiple barriers to a market for wildlife services. These include the difficulty in bringing together interested buyers and sellers given the broad scope of potential products, differing beliefs regarding public access to wildlife opportunities, and liability concerns. Although these barriers are substantial, mechanisms are developing to address them. For example, with the maturation of the internet, a market place for buyers and sellers to meet is becoming feasible. Professional biologists, conservation organizations, and other potential agents for evaluating quality are emerging. As such markets evolve, incentives should increase for landowners and managers to restore, enhance and retain habitat necessary to sustain abundant populations of wildlife. The fundamental drivers for a growing market in wildlife-related recreation seem to be in place: demand for the product and the ability to meet that demand.

Co-author: This paper was co-authored by Rob Southwick.

Thursday, February 21, 2008

SURVEYING THE NATION'S WATER ASSETS

Craig E. Hooks
Director, Office of Wetlands, Oceans and Watersheds
U.S. Environmental Protection Agency
Washington, DC

BIO: Craig Hooks is the Director of the Office of Wetlands, Oceans and Watersheds (OWOW) at the United States Environmental Protection Agency (EPA) within the Office of Water. OWOW promotes a watershed approach to manage, protect, and restore the water resources and aquatic ecosystems of the nation's marine and fresh waters. Prior to joining OWOW, he served as the Director of the Federal Facilities Enforcement Office within the Office of Enforcement (FFEO) within the Office of Enforcement and Compliance Assurance (OECA) where he was directly responsible for ensuring that Federal agencies meet multi-billion dollar cleanup commitments which are under EPA's oversight and comply with environmental law. Prior to joining FFEO, he served as the Associate Director of the Administration and Resource Management Support Staff within OECA. In that capacity, he was responsible for guiding OECA's program offices in performing a wide range of administrative functions including but not limited to developing OECA's annual request for resources, managing OECA-wide mission contracts, providing information management support and developing personnel management, space and property management policies and controls. Mr. Hooks spent two years as Special Assistant to the Assistant Administrator (AA) for the Administration and Resources Management (OARM) and OECA. OARM is responsible for governing the agency's resources management including grants and contracts, human resources management, information management services and at that time environmental equity (justice) matters. OECA is responsible for managing a national criminal enforcement, regulatory, site remediation, Federal facilities enforcement and compliance assurance programs as well as the Federal activities program responsible for implementing the National Environmental Policy Act. Before joining EPA, Mr. Hooks worked at the National Oceanic and Atmospheric Administration as a physical scientist. Mr. Hooks received a Masters degree in Oceanography (Texas A&M University) and a Bachelor's degree in Zoology (University of Florida). Mr. Hooks is married and the father of three girls.

SPEECH: We all live in a watershed -- the area that drains to a common waterway, such as a stream, lake, estuary, wetland, aquifer, or even the ocean -- and our combined and individual actions directly affect it. Water quality monitoring data indicate that sediment and nutrients are among the top pollutants impairing our nation's waters. This year the size of the dead zone in the Gulf of Mexico was bigger than the State of Massachusetts. Nonpoint sources of pollution, including urban and agricultural runoff, are significant contributors. However, EPA and others are addressing these challenges through funding programs, partnerships, and the development of tools under the Clean Water Act, the Farm Bill, resource conservation programs and local and private sector initiatives.

Rural America Track

INNOVATIVE BUSINESS MODELS FOR RURAL AMERICA

Developing dynamic business models for rural America requires new and innovative approaches. This will be a discussion of the research done by Booz Allen Hamilton (BAH) and Informa on new business models affecting rural infrastructure, tax policies, and regulatory impediments in rural America.

**MODERATOR: Jack Gleason, Special Assistant to the Under Secretary, Rural Development, USDA
Washington, DC**

BIO: For more than 30 years, Jack Gleason has served rural communities. His proven record of achievements through partnerships with private, public, and community-based organizations seamlessly lends itself to his position as Acting Administrator. His current position provides unique opportunities to further benefit rural America. Specifically, he manages and oversees the implementation of business and cooperative loan and grant programs for the Rural Development mission area. Additionally, Jack promotes the understanding and use of cooperatives through educational, technical, research, and funding assistance. Furthering the President's commitment toward renewable energy, Jack administers programs to facilitate and support renewable energy, value-added agricultural businesses and biomass conversion in national and international markets.

Prior to his current appointment, Jack was Associate Administrator for Rural Housing Programs in Rural Development. He was Deputy Administrator for Multi-Family Housing programs at Rural Development from 2004-2005. He held an appointment as the State Director of Washington Rural Development from 2001-2004. He has been with USDA in various capacities since 1976, including an assignment as Rural Business and Utilities Programs Director from 1996-2001.

Jack lives in old town Alexandria, VA, with his wife, Kathy. He has one son, Paul, who is currently attending Evergreen State College and caring for the family home in Roy, WA. A Viet Nam veteran and graduate of the University of California, Jack has been associated with rural agriculture, business, utility, and housing financing for 30 years, and brings to his position a wealth of ideas and experience.

Friday, February 22, 2008

**LINKING DISTRIBUTIVE ELECTRICITY PRODUCTION FROM
ALTERNATIVE ENERGY SOURCES TO THE TRADITIONAL GENERATION
AND TRANSMISSION SYSTEMS**

Scott Thigpen
Senior Associate, Booz Allen Hamilton
McLean, Virginia

BIO: Mr. Thigpen is a Senior Associate with Booz Allen Hamilton's Energy Group. He has over 20 years of public and private sector experience dedicated to designing and deploying market-based strategies to accelerate the commercialization and market penetration of low-carbon technologies and practices. He currently serves as a consultant to the U.S. Department of Energy's (US DOE) Office of Energy Efficiency and Renewable Energy to design and implement advanced clean energy technology commercialization programs throughout the United States. Previously, Mr. Thigpen served as Program Manager for U.S. Environmental Protection Agency's ENERGY STAR Products Program and was responsible for forming collaborative partnerships to increase the reach and visibility of the Program in U.S. and foreign markets. Mr. Thigpen has also supported EPA's efforts to diffuse the use of low-carbon, small-scale generation projects in the U.S. He has also worked with a variety of private sector entities including Pacific Gas & Electric, Mission Energy, AES and others to increase the use of clean energy technologies in the United States. Mr. Thigpen earned a Master's Degree in Public Policy from Harvard University.

SPEECH: On-farm generation of energy holds much promise as a means of contributing to the rural renaissance in America. Markets for renewable energy resources—including wind, biomass and solar—are growing rapidly as a result of technological advances and favorable policy developments at the state and federal level. At the same time, innovative business models are emerging that can provide greater opportunity for rural communities to capture a larger portion of the value created by renewable and sustainable energy projects. This presentation will examine the track record of several prominent business models, barriers to their fuller use by rural residents, as policy options available to the federal government to advance their use in rural communities.

REVIEW OF CURRENT BUSINESS MODELS AND THEIR ABILITY TO SUPPORT RURAL ECONOMIC DEVELOPMENT

Scott Richman
Senior Vice President, Commercial Consulting Lead
Informa Economics, Inc.
Memphis, Tennessee

BIO: Scott A. Richman, Senior Vice President. With Informa Economics since 1991, Mr. Richman is the leader of Informa's Commercial Consulting. Among Mr. Richman's responsibilities for services to commercial clients, he directly manages the ethanol and biotechnology consulting practice areas. Mr. Richman has extensive experience conducting financial feasibility studies, preparing business plans, directing economic impact studies, constructing market forecasts and advising companies on the positioning of products within specialized markets. In addition to work throughout the United States and Canada, he has participated in consulting projects in Western Europe and Poland. Mr. Richman was selected to serve on the panel developing the North America and Europe assessment for the International Assessment of Agricultural Science and Technology for Development (IAASTD), an intergovernmental effort cosponsored by the World Bank and other international institutions. He received his bachelor's degree in economics from Vanderbilt University and his master's degree in international affairs at Columbia University, where he specialized in international business and was an Honorary International Fellow.

SPEECH: The ethanol industry is by far the largest component of the renewable transportation fuels industry, and for throughout the 1990s and the first half of the current decade operations owned by farmers and other rural investors participated extensively in industry growth. The USDA commissioned Informa Economics to profile the main renewable energy production business models and to articulate the advantages and disadvantages of each model and the conditions that most favor each model. Informa identified and profiled four basic business models, from corporations that internally handle essentially all business functions to networks of ethanol producers that have no or minimal common ownership but are connected by the ancillary businesses that have developed to support the industry by providing raw material supply, product marketing, technical support and other services. The structure and functionality of each of these business models has implications for the future participation of farmers and other rural investors in the renewable transportation fuels industry, as well as implications for the formation and operation of other rural industries.

Friday, February 22, 2008

THE CRITICAL NEED FOR RURAL BROADBAND AND HOW CO-OPS CAN HELP MEET IT

C. David Hudgins

**Director of Economic Development, Old Dominion Electric Cooperative
Glen Allen, Virginia**

BIO: C. David Hudgins is Director of Member and External Relations for Old Dominion Electric Cooperative (ODEC), Glen Allen, Virginia. Old Dominion is an a generation and transmission cooperative that supplies the electricity needs of twelve member electric distribution cooperatives that serve over 500,000 consumers in Virginia, Delaware and Maryland. In his position, Hudgins works with these member cooperatives and local, regional and state governmental agencies to identify and attract businesses to locate in the predominantly rural areas served by these cooperatives.

Prior to joining Old Dominion in 1996, Hudgins served as the Director of Economic Development for Spotsylvania County, Virginia from 1991-1996. He began his career in manufacturing with E.I. DuPont de Nemours & Company where he held various positions. Hudgins has served on a wide range of educational, civic and community organizations, including the Metropolitan Richmond Economic Development Council, the Richmond chapter of the American Red Cross, the Henrico County Industrial Development Authority, the Henrico East Business Council, the Greater Richmond Chamber of Commerce, the Economic Development Committee of the Virginia Chamber of Commerce and the Virginia General Assembly's Joint Committee on Technology and Science.

Most recently, Hudgins was instrumental in the conception and establishment of the Mid-Atlantic Broadband Cooperative and serves as vice-chairman of the Cooperative's board of directors.

A native of Gwynns Island, Mathews County, Virginia, Hudgins earned a Bachelor of Science degree in Business Administration and Management at Virginia Commonwealth University. He is married and the father of three children and resides in Henrico County, Virginia.

Energy & Technology Track

SOLAR & WIND TECHNOLOGIES' COMING OF AGE

This session reviews the competitiveness of three growing sources of reusable energy for and evaluates the policy and technical challenges for broadbased adoption. This is accomplished by an evaluation of three successful renewable projects.

**MODERATOR: James M. Andrew, Administrator, Rural Development Utilities Program, USDA
Washington, DC**

BIO: James Andrew was appointed by President George W. Bush and confirmed by the United States Senate unanimously as the 16th Administrator of the Rural Utilities Service, a mission area of Rural Development at the United States Department of Agriculture. Mr. Andrew comes to USDA with a strong background in business development and rural utility infrastructure. As the head of an agency charged with managing a \$5.5 billion annual investment program in electric, water and telecommunication utilities across rural America, his leadership skills at national, state and local levels will serve him well.

Mr. Andrew was born in Alabama and grew up in Geneva, Alabama. For the past 37 years, he and his wife have lived outside of Millen, Georgia. He has been a long time member of the Jefferson Energy Cooperative, has served on their board of directors, and as vice president and board chairman. Mr. Andrew held top posts at the Georgia EMC, the statewide trade association representing the 42 electric cooperative utilities in Georgia, including Oglethorpe Power Corp. and Georgia Transmission Corp. These electric cooperatives provide service to four million people, nearly half of Georgia's population, across 73 percent of the state's land area. Georgia's 42 electric membership cooperatives now serve more customers than any other state network of electric cooperatives in the nation.

Mr. Andrew also served on the board of the National Rural Utilities Cooperative Finance Corporation. Mr. Andrew has a further distinction among his peers: he is one of only three Georgians elected president of the NRECA board. As president, Mr. Andrew was instrumental in launching the Touchstone Energy national branding and marketing campaign. He helped revitalize education and training programs for co-op members.

Mr. Andrew was presented a Lifetime Achievement Award by Georgia EMC in 2003 and was named the 2004 Distinguished Cooperator in Georgia by the Georgia Cooperative Council.

Mr. Andrew is a former small business owner, a financial consultant and worked in sales and management for an electrical distribution equipment manufacturer. He helped manage a family farm and is a graduate of the University of Alabama. Mr. Andrew and

Mary, his wife of 41 years, have two children and spend their time between Millen, Georgia and Washington DC.

Friday, February 22, 2008

SOLAR POWER'S COMING OF AGE WITH NEW TECHNOLOGY

Gregory Rosen
Senior Manager, Power Light Corporation
Berkeley, California

Friday, February 22, 2008

WIND POWER GOES MAINSTREAM

Ron Rebenitsch
Manager, Alternative Technologies, Basin Electric Power Cooperative
Bismarck, North Dakota

BIO: Ron is Manager of Alternative Technologies at Basin Electric and is responsible for Basin's green and renewable green resources. His primary responsibilities include wind energy and distributed resources, such as recovered waste heat generation. He also manages the administration and marketing of the renewable energy credits (Green Tags) from Basin Electric's green & renewable energy resources.

He is project manager for the development of two 100 MW wind projects in the Dakotas. These projects will supplement Basin's existing 136 MW of wind resources, currently supplied from Basin-owned projects and power purchases. He is also project manager for Basin's wind-to-hydrogen project.

Ron is a board director on the Utility Wind Integration Group — a national association researching the issues related to integrating wind energy into the grid. He also chairs the Renewable Energy and Distributed Generation Group of NRECA's Cooperative Research Network, which directs research funds to developing energy technologies.

Ron has a civil engineering degree from North Dakota State University (NDSU) and masters of business degree (MBA) from the University of North Dakota (UND). He is a Registered Professional Engineer in the states of North Dakota, Colorado and Wyoming.

SPEECH: Finding a windy site is only one of the critical factors determining the success or failure of a wind project. Integrating the variable output to the electric system and interconnecting the project to the right distribution or transmission system present major hurdles to any wind project. Ron will provide an overview of the economics of wind energy as well as the fundamentals of developing a wind project. This presentation also suggests a national grid concept to address the looming transmission constraints for all generation, not just wind energy.

A REGULATOR'S PERSPECTIVE ON RENEWABLE POWER: IS IT READY FOR PRIME TIME?

Phyllis Reha

Vice Chairman, Minnesota Public Utilities Commission
Saint Paul, Minnesota

BIO: Phyllis A. Reha was appointed to the Minnesota Public Utilities Commission by Governor Jesse Ventura on May 16, 2001, and reappointed by Governor Tim Pawlenty on June 26, 2007, and serves as its Vice Chair. Her current term expires on January 1, 2013. Commissioner Reha is the Chair of the Energy Resources and Environment Committee of the National Association of Regulatory Utility Commissioners (NARUC). She is past President of the Mid-America Regulatory Conference (MARC). Commissioner Reha currently serves on the Advisory Councils of the Electric Power Research Institute, the New Mexico State University Center for Public Utilities and the National Council on Electricity Policy. She also is the Co-Chair of the NARUC-FERC Demand Response Collaborative and is a member of the National Energy Efficiency Action Plan Leadership Group. Before joining the PUC as a Commissioner, she spent 20 years as an Administrative Law Judge for the Minnesota Office of Administrative Hearings specializing in public utility, telecommunications and environmental regulation. For 13 years she was an Adjunct Professor at the Hamline University Graduate School of Public Administration and Management. Commissioner Reha has a B.A. degree from the University of Minnesota and a J.D. from the University of Minnesota Law School.

SPEECH: Addressing climate change has created much broader support for renewable energy development. Aggressive goals are being set in the Midwest and elsewhere; accomplishing them will require strategies that enable the desired development while limiting adverse rate effects. Policy-makers must support the development and deployment of strategies and technologies to cost-effectively maximize wind energy's contribution to the nation's electric power generation. Here are some of the things *this regulator* has been thinking about in this regard:

- Integration of wind into the electric power system: What's the cost of integrating wind into the system? What's the proper balance? Will discuss Minnesota's 2006 Wind Integration Study [mention also DOE integration study underway] that shows that higher percentages of wind power can be incorporated reliably into the electric power system assuming transmission is built
- Transmission infrastructure: Discuss critical impact of transmission for determining the integration of wind coming onto the system; talk about MISO Queue and grid management issues and transmission incentives etc.
- Developing economic incentives: Discuss economic incentives, C-BED, tax incentives etc.
- Encouraging a diversity of approaches to renewable electricity development – again CBED, CHP waste to energy etc Turkey Litter-Fibromin/FeibroWatt etc.

- Minnesota's Renewable Energy Standard: Created instant market; now working through implementation issues. Include brief mention of formation of Midwest Renewable Energy Tracking System.
- Talk about Midwest Governor's Accord that promotes renewable development

Policy & Trade Track

TRADE OPPORTUNITIES WITH LATIN AMERICA

This session combines information about growing markets in this hemisphere, with an assessment of the status of NAFTA. Among the topics being considered is the potential role of Brazil as both a competitor and a trading partner. Colombia is the largest U.S. agricultural trading partner in Central and South America. A speaker will discuss the changing pro-trade Colombian agricultural sector and the agricultural trade opportunities between the United States and Colombia, both with and without the Colombia Trade Promotion Agreement (CTPA); trade capacity building projects; and Colombia's leadership role in developing Andean regional SPS policy.

**MODERATOR: Mark E. Keenum, Under Secretary for Farm and Foreign Agricultural Services, USDA
Washington, DC**

BIO: Dr. Mark Everett Keenum was sworn in as Under Secretary on December 20, 2006. Dr. Keenum provides leadership and oversight for the Farm Service Agency, the Risk Management Agency and the Foreign Agricultural Service.

The mission area helps to ensure the well-being of American agriculture and the American public through efficient and equitable administration of agricultural commodity, farm loan, conservation, environmental, emergency assistance, and domestic and international food assistance programs. It provides and supports cost-effective means of managing risk for agricultural producers in order to improve the economic stability of agriculture. The mission area also represents the diverse interests of the U.S. food and agricultural sector abroad by managing the Department's international activities, addressing market access constraints, and working to expand markets for U.S. agricultural, fish and forest products overseas.

In 1989, Dr. Keenum joined the Washington, D.C. staff of U.S. Senator Thad Cochran as Legislative Assistant for Agriculture and Natural Resources. As Senator Cochran's advisor on agricultural affairs, he worked on numerous issues important to Mississippi agriculture, including the 1990, 1996, and 2002 Farm Bills. From 1996 through 2006, he served as Chief of Staff for Senator Cochran. In this role, Dr. Keenum was the chief advisor to the Senator on political, legislative, and appropriations issues. He was also responsible for managing the administrative and legislative functions of Senator Cochran's Washington, D.C. office and three Mississippi state offices.

After completing his Bachelor's and Master's Degree in Agricultural Economics at Mississippi State University (MSU), Dr. Keenum joined the MSU faculty as a Marketing Specialist with the Mississippi Cooperative Extension Service at MSU in 1984. After two years with the Extension Service, he accepted a position as a Research Associate with the Mississippi Agricultural and Forestry Experiment Station at MSU.

In 1988, Dr. Keenum received his Ph.D. in Agricultural Economics from MSU and joined the faculty of the MSU Department of Agricultural Economics as an Assistant Professor/Economist. During his professional tenure at MSU, his primary research and extension work focused on the marketing and economics of aquaculture, specialty crops and forestry. From 1997 through 2006, Dr. Keenum also served as an Agricultural Economics Adjunct Professor at MSU and taught an annual seminar course on agricultural legislative policy.

Mark and his wife Rhonda reside in Fairfax County, Virginia, and have four children.

Friday, February 22, 2008

OPPORTUNITIES FOR AGRICULTURAL TRADE WITH COLOMBIA

Andrés Felipe Arias Leiva
Minister of Agriculture and Rural Development
Bogota, Columbia

BIO:

Education

- PhD. Economics, UCLA, July 2002
- C.Phil Economics, UCLA, December 2000
- M.A Economics, Universidad de los Andes, Bogotá, Colombia, March 1999
- B.A Economics, Magna Cum Laude, Universidad de los Andes, Bogotá, Colombia, March 1998
- High School, The Columbus School, Medellín, Colombia, June 1992
- Dissertation of the Year Fellowship Award, UCLA, 2002- 2003
- Central Bank of Colombia Scholarship for PhD in Economics, 1998 – 2002
- Scholarship for Academic Excellency, Universidad de los Andes, Colombia 1996
- Valedictorian Award, Columbus School, Colombia, 1992.

Professional Experience

- Minister, Ministry of Agriculture and Rural Development, Bogotá, Colombia
- January 25, 2005 – Present
- Vice Minister, Ministry of Agriculture and Rural Development, Bogota, Colombia
- February 2004 – January 2005
- Director of Macroeconomic Policy, Ministry of Finance, Bogotá, Colombia
- August 2002 – February 2004
- Research Assistant, UCLA, Project: “U.S Business Cycle Volatility and Banking Productivity; Directors: Lee Ohanian and Gary Hansen. Los Angeles, California
- June – September 2000, September 2001
- Intern, International Monetary Fund, Division of Development and Policy Supervision: Washington D.C.
- July – September 2001
- Research Assistant, UCLA; Director: Professor Aaron Tornell. Los Angeles

- May – June 2001
- Researcher, Central Bank of Colombia, Bogotá, Colombia
- January 1998 – August 1998
- Assistant to Technical Director, Central Bank of Colombia, Bogotá, Colombia
- January 1997 – December 1997
- Internship, Central Bank of Colombia, Bogotá, Colombia
- June 1996 – December 1996

Academic Experience

- Universidad de los Andes: Profesor of International Economics, Faculty of Economics. Bogotá, Colombia, 2003.
- Universidad Javeriana: Professor International Monetary Economics, Faculty of Economics. Bogotá, Colombia 2003.
- Universidad de los Andes: Professor Summer School: International Monetary Economics. Bogotá, Colombia, 2002.
- UCLA. Assistant Professor. International Finance, Intermediate and Graduate Macroeconomics. Los Angeles, 1999- 2002
- EAFIT University: Professor Summer School: International Finance, Medellín, Colombia 2000.
- Universidad de los Andes: Assistant Professor. Macroeconomics of Open Economics. Bogotá, Colombia. 1997 – 1998.

Publications

- “U.S Business Cycle Volatility and Banking Productivity”. CEDE (Universidad de los Andes) Document. No. 32 November 2003.
- “Quantitative Implications of the Credit Constraint in the Kiyotaki – Moore (1997) Setup. CEDE (Universidad de los Andes) Document. No. 28 November 2003.
- “Military Expenditure and Economic Activity: The Colombian Case”, with Laura Ardila. CEDE (Universidad de los Andes) Document. No. 20, August 2003.
- “Banking Productivity and Economic Fluctuations: Colombia 1998 – 2000”. *Desarrollo y Sociedad*, No. 49, March 2002.
- “The Real Exchange Rate 1990 – 1996” with Alberto Carrasquilla, in *Estabilidad y Gradualismo: Ensayos sobre Economía Colombiana*. Tercer Mundo Editores, 1999.
- “Monetary Neutrality in Colombia’s Real Exchange Rate”, with Martha Misas. *Coyuntura Económica*. Vol. XXVIII, No. 4 December 1998.
- “The Colombian Banking Crisis: Macroeconomic Consequences and What to Expect”. *Borradores Semanales de Economía*. Central Bank of Colombia, No. 157, October 2000.
- Languages: Fluent in English and Spanish

Friday, February 22, 2008

TRADE WITH MEXICO: DEEPER INTEGRATION UNDER NAFTA

Jeffrey Jones

**Undersecretary of Agribusiness, Ministry of Agriculture
Mexican Agricultural Secretariat (SAGARPA)**

BIO: Jeffrey Max Jones Jones was born on April 25th of 1958, in Nuevo Casas Grandes, Chihuahua, Mexico. He married Michelle Meyer in 1980 and is father of four daughters. He majored in International Relations focusing on Political Science and Business Administration at Brigham Young University.

As a businessman, he successfully created many agribusinesses, such as Ganaderia La Escondida and Nutrimol, of which he is founding partner and chairman.

As a policymaker, his career started in 1995 when he joined the PAN Party (Partido Accion Nacional). He served as a Representative (Diputado) in the Mexican Congress from 1997 to 2000. In this period, he served as a member of the Agriculture and Foreign Affairs Committees. He was elected Federal Senator representing the State of Chihuahua for the 2000 to 2006 period. In the Senate, he chaired the Border Affairs Committee and was a member of the Agriculture, Water Resources, and Land Reform Committees. In the current administration, he is serving as Undersecretary of Agribusiness in the Ministry of Agriculture.

Friday, February 22, 2008

AGRICULTURAL TRADE WITH BRAZIL AND AREAS OF COMPETITION

Edilson Guimarães

**Secretary of Agricultural Policy, Ministry of Agriculture
Brasilia, Brazil**

BIO: Edilson Guimarães is Economist graduated at University of São Paulo (USP/Brazil). Researcher of the Institute of Economic Research - USP (from May/1976 to March/1980). Ministry of Agriculture, Livestock and Food Supply: Minister's Technical and Economic Advisory (from Nov/1985 to Jun/90); Minister's Coordination of Economic Affairs - Deputy Coordinator (from Oct/1985 to Jun/1990); Coordination of Planning - Chef of Department (from Jun/1990 to Sep/1992). National Secretariat of Agricultural Policy - General Coordinator of Economic Analyses (from Sep/1992 to Dec/1995); Deputy Director of Economic Analyses (from Dec/1995 to Jun/1997); Director of Economic Analyses (from Jun/1997 to Jun/2003); Interim Secretary from Jun/2003 to Jul/2006; Secretary (from Jul/2006 on).

SPEECH: Brazilian agriculture perspective for the next years is positive and the country should increase its production and exports in this sector. There are three essential reasons for this favorable projection: (i) the recent Brazilian agriculture growth has been based on technical and managerial development, with increased

production and efficiency on resources administration; (ii) the availability of land, water, and a friendly atmosphere in a huge area in the country that was not explored, mainly in the middle-west region; and (iii), the world demand for food growth, mainly in Asia, and the new market of grains for energy production have guaranteed high level of prices, stimulating rural producer.

Despite this positive scenery, Brazil has to fight against some obstacles that obstruct the satisfactory development of the national agricultural production and exportation. We may quote three main challenges to be overcome by the Brazilian agriculture: (i) deficient infrastructure to outlet the distant regions' production, what causes high costs of transportation and raise difficulties to port use; (ii) shortage of capital, causing high rates of interest both for investment and for the working capital; (iii) delays and difficulties in the adoption of the widespread use of biotechnology (GMO).

Friday, February 22, 2008

Food Risk & Security

INCOME OUTLOOK FOR FARMS AND FARM HOUSEHOLDS

This session covers income and finances from three perspectives. The first speaker will provide USDA's outlook for income, assets, and debt for the farm sector and for farm businesses and address how changes in crop and livestock markets and government programs will affect the value of production and profitability of U.S. farms. The second speaker will move beyond farms to farm households to take a close look at the level and sources of income of households operating different types and sizes of farms. The third speaker will take a closer look at how changes in energy input prices, feed costs, etc., may affect farm earnings in the upcoming year.

**MODERATOR: George Smith, Chief, Current Industry Analysis Division,
Bureau of Economic Analysis, U.S. Department of Commerce
Washington, DC**

BIO: George Smith is Chief of the Current Industry Analysis Division at the Bureau of Economic Analysis (BEA). There he leads BEA's annual GDP-by-industry and annual input-output accounts program. Previously, he worked in BEA's National Accounts Directorate where he developed and integrated financial, housing, and farm sector statistics into the GDP. George received BEA's Bronze Awards in 2005 and 2006 for his development of BEA's Industry Accounts and the Commerce Department's Silver Award in 2004 for helping develop new macroeconomic measures of commercial banks' output. He holds a B.S. degree in Economics from Penn State University's College of Business Administration.

Friday, February 22, 2008

FARM FINANCE: THE OUTLOOK FOR FARMS AND THE U.S. FARM SECTOR IN 2008

**James Johnson
Chief, Farm and Rural Business Branch, Resource & Rural Economics Division,
Economic Research Service
Washington, DC**

BIO: Jim Johnson is chief of the Farm and Rural Business Branch (FRB), Economic Research Service, U.S. Department of Agriculture. Jim leads ERS' work to develop current information and longer-term perspectives about the economic and financial structure and performance of the farm sector and farm businesses. Jim is also responsible for work focused on assessing factors associated with changes in rural business and economic growth. Jim holds a B.S. degree in Agricultural Economics from the University of Tennessee, and MS and Ph.D. degrees in Agricultural Economics from the University of Illinois. Since 1982, Jim has had a lead role in work with the National Agricultural

Statistics Service to develop and implement USDA's annual Agricultural Resource Management Survey and its predecessors. His research interests include analyses of factors underlying differences in the financial performance of farms, developing business analysis systems that more clearly portray the diversity of farms and farm households in U.S. agriculture; and assessing how business organization, governance, and management structures used by farmers in setting up their business operations affect the level and distribution of returns from production and investment.

SPEECH: U.S. agriculture is in the midst of an economic period unlike anything seen since the 1970's. In 2007, the farm sector established records for cash earnings, farm profitability as measured by net farm income, and for value contributed to state and national output as measured by value-added. The remarkable level of financial achievement attained by U.S. agriculture in 2007 is used at the foundation against which farm profitability is evaluated for 2008. Drawing together projections for receipts, payments, and expenses into estimates of income and value contributed to economic output indicates that the U.S. farm sector will continue to generate record amounts of income and value-added in 2008. Income performance will not be the same across all farms as a result of differences in ownership, operating, and production structures. Average farm business net cash income is forecast to increase for all types of crop producers except specialty crops. Farms that specialize in the production of mixed cash grains, wheat, corn, and soybeans are projected to have the largest increases in income. For most livestock producers, average net cash incomes are expected to fall below 2007 levels, with dairy, hog and cattle operations projected to have the largest declines.

*Co-Author: Mitchell Morehart, Senior Economist, Farm and Rural Business Branch
Resource & Rural Economics Division, Economic Research Service, USDA
Washington, DC*

Friday, February 22, 2008

HOUSEHOLD FINANCE: THE OUTLOOK FOR FARM HOUSEHOLD INCOME, WEALTH, AND WELL-BEING

Mary Ahearn

**Senior Economist, Farm and Rural Household Well-Being Branch
Resource & Rural Economics Division, Economic Research Service, USDA
Washington, DC**

BIO: Mary Clare Ahearn is a Senior Economist with the Economic Research Service. Her primary areas of expertise are the economic well-being of farm operators and their households, the structure and the performance of the agricultural sector, and policies affecting structure and well-being. She also has significant experience in designing and managing the various economic surveys, such as the Farm Costs and Returns Survey, Costs of Production Survey, Cropping Practices Survey, and the current ARMS. Mary is currently serving as an Associate Editor of *Amber Waves* and the Chairperson of the Economic Statistics Committee of the American Agricultural Economic Association. She received a B.S. in Food and Resource Economics from the University of Florida, M.S. in Agricultural Economics and Rural Sociology from Pennsylvania State

University, and Ph.D. in Agricultural and Resource Economics from Oregon State University.

SPEECH/PAPER: Shifting Resource Allocations and Returns: Implications for Farm Operator Households

In 2008, the average income of farm operator households from all sources is projected to be \$89,434. As has been the case for decades, most of this income is from off-farm sources. This is not surprising in light of the fact that most farm households operate very small farms and production is increasingly concentrated on large farms. The average income of households from farm earnings is forecast to be \$13,629 in 2008, which compares to the 2007 average forecast of \$11,721. Off-farm income of \$75,805 in 2008 accounted for 84.8 percent of the average farm operator household's income. How closely the income of any particular farm operator household comes to the U.S. average for that population depends especially on what commodities they produce and on how many resources they dedicate to agricultural activities compared to off-farm economic activities. This paper also considers the outlook for farm households by describing populations that have recently been the focus of policy makers. These populations are of special interest because of the personal characteristics and/or financial status of their operators, and not because of the crops in which they specialize. Finally, we consider the outlook for family farms by considering shifts in their use of family labor and owned land—the fundamental characteristics of family farming in the U.S.

Co-authored by Robert Green, Economic Research Service, USDA

Friday, February 22, 2008

FARM FINANCE: A “PULSE” FROM THE PRAIRIE

Cole Gustafson

**Department of Agribusiness and Applied Economics
North Dakota State University
Fargo, North Dakota**

BIO: Dr. Gustafson is currently a professor in the Department of Agribusiness and Applied Economics at North Dakota State University. He is an instructor for Principles of Macroeconomics and Agribusiness Finance. In addition to regular classes, he has developed two courses that are entirely online. His research responsibilities include development of financial management strategies for farms, ranches, agribusinesses, and agricultural lenders. Recently, he has concentrated his research efforts on the biofuels industry and has completed several feasibility studies for canola and soybean biodiesel, corn ethanol and use of field peas for ethanol in Western North Dakota. As a researcher, he has authored more than 30 peer reviewed journal articles and has obtained over \$1 million of grant funding. In addition to serving as a faculty member, Dr. Gustafson has also served as Department Chair and Associate Dean, Research at NDSU.

Dr. Gustafson received his Ph.D. degree in Agricultural Economics from the University of Illinois. His M.S. degree in Agricultural Economics from the University of Minnesota and he grew up on a family farm near Minneapolis, Minnesota.

SPEECH: Folklore across the plains is that high prices and high yields come together within the same year two, maybe three times in a farmer's lifetime. Last year (2007) was one of those euphoric times and it appears that prosperous times will continue due to strong commodity demand, adoption of new technology targeted to Northern Plains farmers, and continued depreciation of the U.S. dollar. Agriculture, rural communities, and metropolitan towns will all benefit leading to minimal unemployment and home mortgage problems. However, farm risks are increasing.

Rising costs are going to elevate the entire cost structure of agriculture. In addition to reducing future profit margins, the competitiveness of U.S. agriculture will also deteriorate when exchange rates normalize. Farm lenders are directly affected because producers with large cashflows demand less debt capital. Agricultural lenders in the region are experiencing significant pay down of existing loans and low demand for future borrowing. Farm input supply risks are increasing due to farm machinery shortages, limited seed, fuel and fertilizer supplies. Family household expenses are also rapidly increasing, approximately \$1,800 annually to \$47,031.

Friday, February 22, 2008

Commodities Track

GRAINS & OILSEEDS OUTLOOK

MODERATOR: Rich Feltes, Director of Research, Man Financial Inc.
Chicago, Illinois

BIO: Rich Feltes is Senior Vice President and Director of Commodity Research at MF Global. The MF Global Research Web site is regarded as a premier source for timely and thought provoking analysis of commodity and financial markets. Prior to joining Man Financial in November 2005, Rich directed commodity research at Refco for 21 years. Rich is well known for his fact-filled PowerPoint presentations on the outlook for agricultural prices. Feltes has authored numerous special reports and webcasts on grain/oilseed price direction. Feltes is an eleven-year veteran of Continental Grain Company (1973-1984). He spent three years as a cash merchant, and the balance as Senior Crop Scout responsible for estimating North and South American crop production. Feltes is a 1970 agricultural graduate of the University of Illinois and earned an MBA from Southern Illinois University in 1972. Feltes addressed the 10th anniversary celebration of the Dalian Futures Exchange in 2003 and is featured regularly by the Chicago Board of Trade as a guest commentator following USDA's August crop reports. Feltes received an Award of Merit from Illinois' College of Agriculture in 2007 for professional achievement and service to his community and the University.

Friday, February 22, 2008

GRAINS & OILSEEDS OUTLOOK

Mark Ash
Agricultural Economist, Economic Research Service, USDA
Washington, DC

BIO: Mark Ash grew up in northwestern Minnesota on a farm that raised small grains, oilseeds, and sugar beets. He has a degree in economics from St. Cloud State University and a graduate degree in agricultural economics from Iowa State University. Ash has been employed with the Economic Research Service since 1985. For many years, he did market and policy research on grain and feeds and since 1993 has been a market analyst covering the global market for soybeans and other oilseeds.

SPEECH: This paper provides 2008/09 supply, use, and price projections for wheat, corn, soybeans and products, and rice. Projections are based on the *Winter Wheat Seedings* report from the National Agricultural Statistics Service (NASS) and analyses by members of the Interagency Commodity Estimates Committees for Wheat, Feed Grains, Oilseeds, and Rice. The first official USDA supply and use projections will be published May 9, which will include the first forecast of winter wheat production published by NASS.

Friday, February 22, 2008

GROWING INFLUENCE OF MANAGED MONEY ON AGRICULTURAL COMMODITIES

Lonn Taffel
Cadent Financial Services LLC
Chicago, Illinois

BIO: Based in Chicago, Lonn Taffel is in his 20th year in the commodities business. Mentored by his brother Craig Taffel, Lonn began as a runner and assistant to analyst Dale Gustufson in 1987 with Drexel Burnham Lambert. Lonn moved to Smith Barney/Citigroup where he spent 18 years before moving to Cadent Financial in Mar 2006. As a broker/analyst, Lonn serves customers in the United States, Europe, Asia and South America. Raised in Milwaukee, Wisconsin, Lonn attended the University of Wisconsin where he majored in Economics.

SPEECH: The influence of managed money on agricultural commodity prices is greater today than ever before. Commodity fund participation that includes index, hedge and traditional funds is at a high. Presently at or very near record large, open interest for most agricultural commodities really took off around 2003 coinciding with the entry of long only index funds into various commodity markets. The sheer vastness of money in the market has minimized the influence of the underlying fundamentals. As long as fund money continues to enter from the long side, traders will remain unwilling to short the market. The funds will at some point liquidate massive long positions and when they do it will most likely be accompanied by a sharp break in price.

Friday, February 22, 2008

CHALLENGES TO ETHANOL BLENDING IN THE SOUTHEAST

Daniel H. Moenter
Manager, State Government Affairs
Marathon Petroleum Company LLC
Norcross, Georgia

BIO: A native of Delphos, Ohio, Dan Moenter received his Bachelor of Science degree in Computer Science from the University of Dayton in 1970. He also earned an MBA degree from the University of Dayton in 1977.

Mr. Moenter joined Marathon Oil Company in 1970 as a systems analyst at the Company's offices in Findlay, Ohio. He subsequently held positions as Disbursing Section supervisor in Treasury, advanced auditor in Finance, and supervisor of Supply Analysis in Marketing Operations -- all at the Findlay offices. He also has served as region credit manager for Marathon's Wholesale Marketing office outside Chicago.

Mr. Moenter began his government affairs career in 1983 when he was named manager, Industry & Corporate Affairs. He was appointed manager, Government Affairs, in 1987.

In 1999, he transferred to Atlanta and assumed responsibility for the company's legislative and regulatory affairs throughout the Southeast.

Mr. Moenter has participated in advance study programs at the Brookings Institution in Washington, D.C., and Marathon's Advanced Management Program. In 1999, the Great Lakes Commission presented Mr. Moenter its Outstanding Service Award for his efforts on the Great Lakes Spill Protection Initiative. He is the only member of the private sector ever to receive this honor.

Dan and his wife, Nancy, live in Atlanta. They have one daughter, Niki, a graduate of Virginia Tech.

SPEECH: In light of the vastly expanded Renewable Fuel Standard contained in the Energy Independence and Security Act of 2007, enacted late last year, significant attention is being paid to Southeastern states, a logical and largely untapped market for ethanol blending. But ethanol's entry into the region faces a number of logistical and regulatory challenges, which will be discussed in this timely presentation.

Rural America Track**INNOVATIVE FINANCING FOR RURAL AMERICA**

This session will give several leading financial institutions an opportunity to discuss what they are doing to provide the capital needed in rural America.

MODERATOR: Mary K. Waters, Vice President, Corporate Relations,
Farmer Mac
Washington, DC

BIO: Mary Kirtley Waters is Vice President, Corporate Relations for the Federal Agricultural Mortgage Corporation (Farmer Mac), a stockholder-owned instrumentality of the United States chartered by Congress to establish a secondary market for agricultural real estate and rural housing mortgage loans. This is accomplished through a broad spectrum of lending partners and through a wide variety of product offerings. Ms. Waters has been with Farmer Mac since June of 2005.

Prior to her appointment, Waters served as Assistant Secretary, Congressional Relations at the U.S. Department of Agriculture from 2001 to 2005. At USDA Waters was a member of the Secretary of Agriculture's Sub cabinet. Before joining the Administration in 2001, Waters served as Senior Director and Legislative Counsel for ConAgra Foods. Early in her career, Waters worked on agricultural policy for U.S. Representative Larry J. Hopkins of Kentucky and for the House Republican Research Committee chaired by U.S. Representative Ed Madigan of Illinois who later served as Secretary of Agriculture. Waters received a Bachelors degree from the University of Illinois and a Juris Doctor degree from George Mason University School of Law in Fairfax, Virginia. She is admitted to the Bar of the District of Columbia

Friday, February 22, 2008

TAPPING RURAL EQUITY: ARE WE READY?

Paul DeBriyn
CEO, AgStar Financial Services, ACA
Mankato, Minnesota

BIO: Paul is the President and CEO of AgStar Financial Services, ACA and has been with the system for 30 years. He is responsible for the success of AgStar - ensuring AgStar has a robust strategic plan focused on serving Rural America and executing the plan to achieve extraordinary client service and value to the AgStar stockholders. Paul received his degree in Agricultural Business Administration at the University of Minnesota. He started in 1977 at the St. Paul Bank for Cooperatives in many different positions. In the 1980's, he became involved in joint management functions for the St.

Paul Bank, Federal Land Bank and Federal Intermediate Credit Bank of St. Paul. In 1987, he became the President and CEO of SE Minnesota. Since then, as a result of a number of mergers, the association has evolved into AgStar Financial Services, ACA. AgStar has approximately \$4.5 billion outstanding to over 20,000 farmers, agribusinesses, and rural residences in the upper Midwest.

Paul currently serves as a member of the executive committee on the Minnesota Agri-Growth Council Inc.; is a member of the Farmer Mac Board of Directors, Chairman of the Farmer Mac Audit Committee, and a member of the Farmer Mac Compensation Committee. He also services on the Advisory Committee for the University of Minnesota Agricultural Strategic Study. Paul has also served on the Minnesota Agriculture & Rural Leadership Council as well as numerous other boards and committees nationally.

SPEECH: The need for investment capital in Rural America is well documented. This investment capital can help create jobs, enhance infrastructure and support renewable energy development. We know the bulk of venture capital is focused on start-ups and high-growth companies on the coasts. Meanwhile, farmers, ranchers and landowners have amassed roughly \$1.8 trillion in real estate equity. Almost 90% of farm equity lies in real estate, yet this land is seldom converted into investment capital. Several models, such as Nebraska's Community Foundation and the CDVC's (Community Development Venture Capital) have been implemented to some degree of success. This equity challenge has existed for quite some time - farmers have long been known as being 'land rich and cash poor'. With the coming transfer of wealth from the baby boomer generation, now is the time to develop models and solutions that impact behavior for the betterment of rural communities. To do so, we must explore and understand what motivates and drives farmers and ranchers. Farmers need to believe this is a legacy worth leaving and they need to trust the institutions involved. Creating financial vehicles to convert this land equity into investment capital will not present the biggest challenge. A key step will be for the appropriate parties (including Farm Credit, community banks, government and educational institutions) to demonstrate leadership and long-term commitment towards a common goal. This effort will require a collaborative approach between institutions that sometimes have differing viewpoints. The important part is getting started soon, as anything worth doing takes time.

Friday, February 22, 2008

PROJECT VERSUS BALANCE SHEET FINANCING: CAN SECURITIES MATCH RISK?

Richard S. Monson
Chief Executive Officer -Southwest Georgia Farm Credit
Managing Partner – Rural America Capital Group

BIO: Richard Monson serves as the President and Chief Executive Officer of Southwest Georgia Farm Credit, an agricultural credit association with managed financial assets of nearly \$700 million. With 22 years of experience in various facets of agricultural and rural finance throughout the Southeast, he has a vast range of experience in financing rural America. Mr. Monson is the managing partner in Rural America Capital Group, a

joint venture of three Farm Credit associations with over \$220 million in rural investments ranging from Tobacco Successor-In-Interest-Contracts, to rural healthcare private placement project financings. He is also an advisory member and Limited Partner in Meritus Ventures LLP, a Rural Business Investment Corporation specializing in rural venture capital investing in Southeastern Appalachia. Having spent most of his career living and working in agriculture and rural America, Mr. Monson has remained committed to finding innovative solutions to providing rural Main Street with the same access to capital as those who can access Wall Street.

SPEECH: Project finance has historically been the domain of money center and merchant banks financing power generation, infrastructure, natural resources and the telecommunications industries. Project finance has likewise typically been associated with large traditional loan structures, most being in excess of \$100 million. Increasingly, however, variants of the large project finance structure are creeping into rural America and being utilized to provide a more competitive source of capital to smaller rural projects. And while there may be some notable differences from conventional project finance structures in size and scale, these evolving structures also incorporate the use of tax-exempt bonds, credit guarantees, tax credits, standby repurchase agreements and both rated and non-rated public placements.

Though the use of both taxable and tax-exempt bonds for project financing is nothing new in the history of conventional project finance, it is relatively unique to rural America when viewed outside of the realm of municipality-backed projects. Generally, rural America and agriculture have gained access to debt capital from balance sheet financing sources such as community banks, insurance companies and the Farm Credit System. One rural industry that has increased its use of project finance is ethanol. Most ethanol projects have been financed through traditional debt structures; however, some have utilized publicly placed taxable and tax-exempt bonds. Moreover, as rural America has traditionally had less access to both debt and equity capital as compared to its urban counterpart, there appears to be a great deal of promise for increased use of innovative project finance type structures.

Friday, February 22, 2008

TAPPING PRIVATE SECTOR CAPITAL TO FINANCE RURAL ECONOMIC DEVELOPMENT

David Kruse
Grupo Iowa, Brazil Iowa Farms, LLC
Royal, Iowa

BIO: David Kruse is president of CommStock Investments, and AgriVantage, his commodity brokerage, crop insurance and risk management firms in Northwest Iowa. He is also founder and President of Brazil Iowa Farms, LLC, a group of over 300 U.S. and Canadian farmers and investors, who together pooled their money to raise approximately \$32 million to invest in the purchase and operation of farmland in Western Bahia, Brazil. In the past several years, David has made many trips to Brazil, giving him a great deal of personal experience observing the competitive role that Brazil will play in the global

market place. Under Mr. Kruse's leadership, Brazil Iowa Farms recently entered into a partnership with two global investment funds, injecting an additional \$50 million in equity into the capital structure and operations of their Brazilian entity, Fazenda Iowa. In the past 23 years he has produced *The CommStock Report*, an opinionated ag commentary and market analysis available daily on many radio stations covering the greater Midwest. *The CommStock Report* has also been delivered electronically by subscription on DTN and the Internet since 1985 to thousands of subscribers across the U.S. and Canada. Additionally *The CommStock Report* is a regular feature of many Midwestern newspapers. David Kruse has been actively engaged in production agriculture since 1973. He continues to manage his family's 600 acre corn/soybean/cattle farm in Northwest Iowa. Royal Beef LLC, a Northwest Iowa family operated cattle feeding company, completed the first phase of construction of its 10,000 head permitted capacity with 5000 head on feed at the end of 2007. Royal Beef was the conception of Mr. Kruse. The company adopted cutting edge monoslope bedded barn confinement feeding technology to capture the opportunity to feed distiller's grain by-product produced by local ethanol plants. He is a founding member of the Organization for Competitive Markets. David has also been an outspoken proponent of Ethanol and has used his market advisory service as a platform to advocate for investment in the biofuel industry. Mr. Kruse is a frequent keynote speaker at major U.S. agricultural conferences.

SPEECH: The investment experience in the developing biofuel industry tested a number of old and new capital structures for organizing startup companies. The lessons learned have applications for all of agriculture. New capital structures are providing expanded opportunities for farmers and small investors to integrate further into the food and energy supply chains to a degree never before achieved or even contemplated. Leveraging farmland equity into biofuel or livestock production enterprises through value added investment diversifies existing farm operations, reducing risk. As a result of the lessons learned during the development of the biofuel industry, farmers have recognized the benefits of collective value added investments that can achieve economics of scale over small, less efficient individually managed operations. A significant change in the overall capital structure of agriculture is resulting. An overview showing the benefits of structuring new enterprises as limited liability companies over cooperatives will be discussed. Examples given will include new companies like Brazil Iowa Farms, LLC, formed by over 300 investors in 2004 to produce cotton/cotton ginning/soybeans in Bahia, Brazil and Royal Beef, LLC, formed by 13 investors in early 2007 to finish cattle in the distiller's grain rich area of Northwest Iowa. Both companies represent examples of how new agricultural operations will be organized and capitalized.

Friday, February 22, 2008

**FACTORING COMMUNITY ASSETS INTO FINANCING FOR LONG-TERM
SUSTAINABILITY**

Joe Black
Senior Vice President, Southern Financial Partners
Helena, Arkansas

BIO: Joe Black currently serves as Senior Vice President & Director of Programs for Southern Financial Partners, a non-profit CDFI affiliate of Southern Development Bancorporation, a CDFI bank holding company serving rural markets in Arkansas and Mississippi. Prior to joining Southern, Joe served as Economic Liaison to the First Congressional Office and Program Coordinator for the Center for Economic Development. Joe has a BS from Arkansas State University and a MBA from the University of Arkansas at Little Rock. Affiliations include appointment as a Commissioner by the Governor of Arkansas to the Arkansas Economic Development Commission. Board memberships with the Coalition of Community Development Financial Institutions, CHRISTUS Health Community Direct Investment Fund, Arkansans for Charity Excellence, as well as a host of affiliations with community based development groups working toward economic self-sufficiency in less developed markets.

Energy & Technology Track

BIOMASS FOR ENERGY: MARKETS OR A MIRAGE?

Biomass has been identified as a ready (but currently not cost effective) energy source. The technology to make cellulosic ethanol economically feasible is emerging. What energy sources beyond ethanol are emerging and how will these markets develop?

**MODERATOR: Joy Harwood, Director Economic and Policy Analysis Staff, Farm Service Agency, USDA
Washington, DC**

BIO: Joy Harwood is Director of the Economic and Policy Analysis Staff at USDA's Farm Service Agency (FSA), a position she has held since March, 2006. Her group has current insights into the market and policy issues affecting commodity programs and the Conservation Reserve Program, and is frequently called upon to brief policy officials on a wide variety of topics.

Prior to moving to FSA, she spent 19 years at USDA's Economic Research Service (ERS), where she served as Deputy Director for Market Outlook (2001-06) and chief of ERS's Field Crops Branch (1996-2000). Earlier in her career, she managed ERS's risk management research project, and in 1998 served for a period as associate administrator of USDA's Risk Management Agency. She is a three-time recipient of the Secretary's Honor Award, one of the highest awards given by the Secretary of Agriculture. She was named "USDA Economist of the Year" in 1996.

During the 1990 farm bill debate, she was a Legis Fellow for Senator Bob Dole, at which time she worked on the development of the crop insurance title to the 1990 Farm Act, as well as trade, conservation, and commodity program issues. She co-taught the USDA Graduate School course, "Understanding USDA's Farm Programs" over a 10-year period with her husband, Craig Jagger, who is Chief Economist for the House Committee on Agriculture. She received a PhD from Cornell University in 1987.

Friday, February 22, 2008

EXAMINING THE MARKETS: WHICH TECHNOLOGIES ARE LIKELY TO SUCCEED?

**Peter Riley
Economic and Policy Analysis Staff, Farm Service Agency, USDA
Washington, DC**

BIO: Agricultural economist with the Feedgrains and Oilseeds Analysis Group, Economic and Policy Analysis Staff, Farm Service Agency, USDA, since 2001. In addition to working on FSA's Bioenergy Program that drew to a close in 2006, market analysis duties involve a substantial amount of work on biofuels. Responsibilities at FSA

include budget projections, analysis of various policy and program options, and participation in USDA's inter-agency estimating committee that generates USDA's official monthly forecasts and longer-term baselines. From 1999-2001, Pete was the Global Market Information Manager for Pioneer Hi-Bred International in Iowa, the world's largest seed company, where he was responsible for forecasting and economic analysis. Prior to Pioneer, he was the team leader for grains outlook at USDA's Economic Research Service, where he also worked in other areas, including trade analysis and research on developing countries. Pete has a Master's degree in agricultural economics from Michigan State University.

SPEECH: The technologies likely to be the most successful will, for some time, be an open question. The factors that will help shape the choice of biofuel feedstocks of the future will be analyzed, including issues that will have to be addressed to meet new policy mandates. The strong relationships between policy and markets will be explored, in part by reviewing the history of ethanol. The successful spread and failures of new crops in the past will be examined for possible lessons.

Friday, February 22, 2008

LOCATING THE RESOURCES: WHERE AND HOW WILL THE BIOMASS BE GROWN?

**Marie Walsh, Head
M&E Biomass
Oak Ridge, Tennessee**

BIO: Marie Walsh is currently an Adjunct Associate Professor in the Department of Agricultural Economics at the University of Tennessee and Head of M&E Biomass. She also holds a shared faculty position with USDA CSREES.

She was formerly a research economist and task leader in the U.S. DOE Biomass Program at Oak Ridge National Laboratory; was an AAAS Congressional Science Fellow working on policy issues related to agricultural biotechnology; and served as a U.S. Representative to the International Energy Agency's Biomass Utilization Task. Current research focuses on economic and policy issues related to biomass energy systems with emphasis on feedstock supply and biomass resource assessments.

THE LOGISTICAL CHALLENGES FROM LARGE-SCALE BIOMASS

J. Richard Hess

**Bioenergy Program Technology Manager, Renewable Energy & Power Department
Idaho National Laboratory
Idaho Falls, Idaho**

BIO: J. Richard Hess is the Biomass Program Technology Manager for the Idaho National Laboratory (INL). Richard is an Idaho farm boy that graduated in 1992 with a Ph.D. in Agricultural Plant Sciences from Utah State University. Following graduation, Richard served as an Agriculture Congressional Science Fellow in U.S. Senate working on biomass and agricultural R&D policy issues. At INL, Richard's research interests are centered on biomass feedstock production and supply systems from the perspective of the crop and plant material properties impact on feedstock supply and biorefining. Richard has been at INL for 14 years, and during his tenure there has lead in the formation of several public / private sector partnerships for biomass feedstock R&D. Richard's presentation at this Agricultural Outlook Forum is the result of many of those R&D partnerships efforts, which have been and continue to be supported by the U.S. Department of Energy Office of Biomass Programs, U.S. Department of Agriculture and many industrial contributors.

SPEECH/PAPER: Lignocellulosic Biomass Attributes for a Uniform Format Feedstock Supply System

As biorefining conversion technologies become commercial, feedstock supply systems and the material attributes of delivered feedstock are quickly becoming the major barrier to rapid deployment of a cellulosic biorefining industry. The DOE/USDA Billion Ton Vision study identified more than 1.3 billion tons of biomass feedstock resource potential in the United States. However, unlike other major commodity crops, the billion ton resource for biofuels/bioenergy is comprised of many minor resources, which collectively comprise the Billion tons for biofuels. This mosaic of biomass resources is not uniform, but highly diverse in physical and chemical attributes as well as formatting options. Operations within the feedstock supply system can significantly impact the value and uniformity of the biomass delivered to biorefineries. Beginning with biomass in the field, single-pass harvesting techniques can minimize soil contamination and further be tailored to reduce moisture or collect only a specific fraction of the biomass. For example corn stover harvested from about 10 cm to 75 cm above ground contained 64% moisture and was found to be much more recalcitrant to dilute acid pretreatment compared with the upper portion of the 75 cm cut stover. Additionally the anatomical fractions taken at harvest may be intentionally skewed. Corn stover passing through the combine at corn grain harvest, with cobs added, resulted in 71.6% cobs, 13.4% husks and leaves, 6.5% stalks (1.1% pith, 5.4% rind), and 7.6% unidentified material, contrasted with typical baled (mow and rake) stover which consisted of 2.1% cobs, 38.1% husks and leaves, 61.3% stalks (5.4% pith plus 49.2% rind), and 7.6% unidentified material. As each anatomical fraction possesses unique compositions and processing requirements, harvesting techniques significantly impact refinery interfaces and provides the first opportunity in the supply chain to tailor feedstocks for specific industrial purposes. After

harvest and collection, grinding and screening operations can be used to reduce and intentionally select certain particle size distributions. The overall economic savings are not limited to compositional or processing gains at conversion facilities. There are also unique opportunities to lower the cost of the feedstock on a \$/DMT basis. This occurs by reducing harvest, storage, preprocessing, transportation and handling costs of the feedstocks. When considering the expansion of a large-scale lignocellulosic biorefining industry, development of a uniform-format feedstock supply system design becomes a key consideration. The modularized feedstock supply system is best suited to accept and preprocess feedstock diversity to produce a standardize feedstock material for biorefining.

Co-authors: Kevin Kenney, Judy Partin, Peter Pryfogle, Corey Radtke, and Christopher Wright

Friday, February 22, 2008

OVERCOMING CHALLENGES WITH EMERGING BIOMASS TECHNOLOGIES: WHAT IS POSSIBLE? WHEN?

**Caird Rexroad, Jr.
Associate Administrator
Agricultural Research Service, USDA
Washington, DC**

BIO: Dr. Rexroad obtained a B.S. in Animal Science at West Virginia University (1968) and a Ph.D. in Reproductive Physiology-Endocrinology at the University of Wisconsin-Madison (1970-1974). He served in the U.S. Army from 1968 to 1970. His professional career has been entirely with the Agricultural Research Service (ARS) of the United States Department of Agriculture. As a bench scientist (1974-1997), Dr. Rexroad was instrumental in initiating research on the introduction of new genes into farm animals. He served as a member of the research team that reported the first production of transgenic animals. From 1992 to 1997, he served as Research Leader of the Gene Evaluation and Mapping Laboratory at Beltsville, Maryland. As Research Leader and research collaborator, he directed research on the discovery of DNA markers to improve selection for disease resistance and production traits in dairy cattle. His research has resulted in over 130 scientific publications, several book chapters, and two patents. He is the past-president of the International Embryo Transfer Society. He served as an Associate Deputy Administrator on the National Program Staff of ARS from 1997 to 2002 where he managed programs on animal health, animal production, food safety, and human nutrition. In that position, he directed increased research on genomics and food safety. He served as the Acting Associate Administrator for the Agricultural Research Service from 2002 to 2004 during which time he oversaw the development of the Agency's biosecurity research and the enhancement of the security of its biocontainment laboratories. From 2004 to present, Dr. Rexroad is the Associate Administrator for National Programs. In this position, he leads the National Program Staff which manages the research objectives of the Agency. He also leads the Office of International Research Programs which is responsible for ARS' liaison with its international partners.

SPEECH: Scientific progress is needed in several areas to make it economically feasible for agriculture to contribute significantly to the energy needs of America. One of the remarkable features of science is the unpredictability of its progress. Yet, agricultural scientists are focused on the challenges and there have been some exciting results already. Biomass must be developed that can be grown with minimal competition for the resources needed for food production. The identification of biomass sources, i.e., germplasm that can be produced by agriculture, is in its early stages. Over the last 10 years switchgrass and fast growing poplar trees have been identified and developed as crops for bioenergy. Genetic improvement and deployment advance biotechnologies such as DNA mapping and gene expression are well underway and will be continued. Other crops are being added to the list of crops that can be improved for biomass production including sweet sorghum, special varieties of sugar cane, and oil crops. The Brazilians have demonstrated that sugar cane can be used effectively for ethanol production in an economy where cars are “flexible” enough to use it at varying levels. Biomass crops are here but they will be intensively selected and improved over the next 5 to 15 years. Scientists are beginning to use biotechnology to investigate approaches to make crops specialized for biomass production: they may utilize saline soils, gray water, produce cell walls with enhanced fermentability or have other gene specified characteristics. These crops will only be available over the medium to long run with real contributions perhaps not before 10 years. Conversion efficiency of biomass by physical or chemical/biological processes must be advanced significantly to make conversion of cellulose, lignin and other materials to ethanol and biodiesel economically feasible. Agricultural science has already made significant contributions in the production of ethanol from starch, biodiesel from oil crops and other substrates. This research will continue and depending on the investment and serendipity there will be a continuous flow of findings that support the conversion of biomass to biofuels and other value added bio-based products. These technologies must be developed together with the production practices that will allow the production, harvest, conversion and utilization of agricultural-based energy and other value added products at the same time that farming practices enhance or minimally disturb the sustainability of natural resources and the farming system. ARS research programs are being focused to address the challenges and opportunities associated with this fast emerging bio-economy that has tremendous potential benefits for the rural America.

Co-authors: Ghassem Asrar and Therese Murtagh

Policy & Trade Track

COTTON OUTLOOK

MODERATOR: Hibbie Barrier, Director, Avondale Futures Group
Nashville, Tennessee

BIO: Hibbie Barrier is the Director of Avondale Futures Group based in Nashville, Tennessee. His main focus is cotton risk management through the use of futures and options traded in New York as well as market research and analysis.

Hibbie has over 12 years of experience in cotton futures trading where he spent the first 10 years with the Jernigan Group as Vice President of Trading. He left and started Avondale Futures Group in October of 2005. Avondale now counts as its clients, cotton growers, merchants and mills from all over the globe. In addition he comes from a family background of Mississippi cotton farmers and merchandisers. As part of his services to clients he writes a daily newsletter covering the cotton market with emphasis on futures activity in New York as well as the cash markets. He has also written numerous articles for various cotton magazines and publications as well as conducted risk management seminars for the National Cotton Council.

Hibbie was born and raised in Yazoo City, Mississippi. He graduated from the University of Mississippi in 1984. Hibbie and his wife Jeanie have four children and now have lived in Nashville, Tennessee for the past 20 years.

Friday, February 22, 2008

USDA COTTON OUTLOOK

Leslie Meyer
Agricultural Economist
Economic Research Service, USDA
Washington, DC

BIO: Leslie Meyer is an Agricultural Economist with USDA's Economic Research Service in Washington, DC. During the past 19 years, his responsibilities have included market analysis, research, and outlook for U.S. cotton and textile trade for the Department of Agriculture. Leslie continues in these areas of work as a member of the interagency commodity estimates committee that develops monthly U.S. and world cotton supply and demand projections. He also coordinates the *Cotton and Wool Yearbook* and the *Cotton and Wool Outlook* reports.

SPEECH: This presentation provides preliminary cotton supply and demand projections for the world, the United States, and the major foreign cotton producers and consumers for 2008/09. Also included are the latest supply and demand estimates for 2007/08. The first official USDA cotton supply and demand projections for 2008/09 will be published in the *World Agricultural Supply and Demand Estimates* report on May 9. This

presentation and the accompanying paper include forecasts and analyses developed by members of the cotton interagency commodity estimates committee at USDA.

Friday, February 22, 2008

**A COTTON PRODUCER GROWS GRAIN: REFLECTIONS ON 2007 AND
PLANS FOR 2008**

**L. Dow Brantley, III
Brantley Farming Company
England, Arkansas**

BIO: Dow Brantley is a third generation farmer, and a partner of Brantley Farming Company in England, Arkansas. Dow joined the family operation in 2000 and produces cotton, corn, rice, soybeans and wheat on approximately 8,000 acres. He graduated in 1998 from the University of Arkansas at Fayetteville with a Bachelor of Science in Agricultural, Food and Life Sciences. After graduation, Dow spent time in Washington, D.C., working at the United States Department of Agriculture before returning to the family farm. He is active in the National Cotton Council, USA Rice Federation and Arkansas Farm Bureau. Dow and his wife Amy have two young daughters, Caroline and Virginia.

SPEECH: Many cotton producers replaced their cotton acres with grain in 2007 and more are expected to do the same in 2008. Producers are replacing cotton for grain across the mid-south, which leaves the future of the cotton industry uncertain. Years of depressed cotton prices, rising input costs in cotton production and fear of a new farm bill are reasons for this change. Due to decreased risks, producers are beginning to see a brighter future in grain markets compared to the cotton market. Change is on the horizon for the cotton industry. As mid-south producers grow more grain, they will also address ways to return profitability to their cotton crop.

Friday, February 22, 2008

RECENT DEVELOPMENTS IN COTTON FUTURES TRADING

Thomas Farley
President & CEO, ICE Futures U.S., Inc.
New York, New York

BIO: Mr. Farley joined NYBOT (now ICE Futures U.S.) in February 2007 as President and Chief Operating Officer. Mr. Farley is also a member of the Board of Directors of ICE Futures U.S. Prior to joining ICE, from July 2006 to January 2007, Mr. Farley was President of SunGard Kiorex, a risk management technology provider to the commodity derivatives markets. From October 2000 to July 2006, Mr. Farley served as Kiorex's Chief Financial Officer and he also served as Kiorex's Chief Operating Officer from January 2003 to July 2006. Prior to Kiorex, Mr. Farley held positions in investment banking and private equity. Mr. Farley holds a Bachelor of Arts in Political Science from Georgetown University.

SPEECH: Recent Developments In Cotton Futures Trading” – Cotton Futures contracts have traded in New York for over 130 years, and options on cotton futures have traded for over 30 years, but the past twelve months have seen more changes in this marketplace than any other year in memory. This presentation will focus on the key changes impacting the cotton futures and options markets, with an emphasis on how they affect key users of the product: cotton growers and other members of the world cotton trade.

Friday, February 22, 2008

COTTON PRODUCTION PROSPECTS IN SELECTED FOREIGN COUNTRIES

Alejandro Plastina
Economist, International Cotton Advisory Committee
Washington, DC

BIO: Mr. Plastina is a citizen of Argentina. He holds a B.A. in Economics and a M.S. in Health Economics and Management (ABT) from the Universidad Nacional de La Plata, Argentina. He holds a M.S. in Statistics and a Ph.D. in Agricultural Economics from the University of Nebraska-Lincoln. Mr. Plastina joined the Secretariat of the International Cotton Advisory Committee as Economist in June 2007.

SPEECH: The focus of this presentation is on the cotton production prospects in China (Mainland), India, Brazil and the CFA zone for 2008/09. After a projected decrease to 7.75 million tons (-3.5%) in 2007/08, cotton production in China (Mainland) is forecast to reach new highs in 2008/09. Most of the recent expansion in cotton area in China (Mainland) took place in the North, Yellow River region and in the Northeast, especially in Xinjiang, where few crops compete with cotton for area. Higher prices, yields, low pest pressures, economies of scale and availability of irrigation led to increased incomes in 2007/08 and could encourage increased planting of cotton in these regions for 2008/09.

In addition recent strong prices for cotton sub-products have supported producer incomes. Early planting intentions surveys conducted by the Ministry of Agriculture in some areas of Xinjiang, indicate that producers are planning to maintain or increase cotton planting in 2008/09. It is projected that cotton area in Xinjiang and Shandong will increase moderately in 2008/09, but could remain stable in the Yangtze River region. Total area in 2008/09 is projected at 6.45 million hectares (+2%). As a result of projected production increase in Xinjiang, higher yields could lead to an increase in production to 8.1 million tons (+5%).

Production is projected to increase in India to a record of 5.3 million tons (+11%) in 2007/08. Increasing mill use and exports of cotton to China (Mainland) support domestic prices in India. India accounted for 50% of imports by China (Mainland) during December 2007. Improved profitability of cotton production in India is attributed to improved productivity under the impact of the Technology Mission on Cotton and the expansion of Bt area to account for up to two-thirds of the total, according to some estimates. Record yields and higher prices should encourage continued interest in cotton production in 2008/09, however, competition from other crops, such as wheat, rice and soybean could limit potential growth in cotton area. It is projected that cotton area in India will reach 9.6 million hectares (+1%) in 2008/09 and with projected further increase in yields production could reach 5.6 million tons (+7%).

Production is projected to increase in Brazil to a record of 1.6 million tons (+5%) in 2007/08. Cotton area is projected to increase moderately in Brazil (+5%) in 2008/09, but yields are projected to decline for the first time since 2003/04 (-3.8%). As a result, cotton production is projected to increase slightly in Brazil (+1%) in 2008/09.

Cotton production is projected to experience a significant decline in the African Franc Zone to 620,000 tons (-22%). During the last several seasons the strengthening of the CFA franc (pegged to the euro) against the U.S. dollar led to lower producer prices in West Africa, decreasing incentives to grow cotton. The recent increase in international prices and the lack of alternative cash crops could lead to a rebound in cotton area in the region, but especially in Burkina Faso and Mali. It is projected that cotton area in the African Franc zone will reach 1.9 million hectares (+300,000 hectares) resulting in a production of 770,000 tons (+160,000 tons) in 2008/09.

Food Risk & Security

REGULATING EFFECTIVELY IN A GLOBALIZED WORLD

Information needed to meet regulatory requirements and to provide reliable information to decision makers is vastly different than what is required in academia. Policymakers need to respond to legislative and regulatory demands that often have significant economic implications. This session is designed to provide discussions around resolving debates over information needs, legal constraints, all while increasing globalized trade.

**MODERATOR: Cindy J. Smith, Administrator, Animal and Plant Health Inspection Service, USDA
Washington, DC**

BIO: Cindy Smith is the Administrator of the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS). Ms. Smith carries out the agency's broad mission of protecting and promoting American agriculture, regulating genetically engineered organisms, administering the Animal Welfare Act and carrying out wildlife damage management activities.

Ms. Smith began her career with APHIS in 1979 shortly after graduating high school. Throughout her years in APHIS, Ms. Smith has gained diverse experience by supporting a number of different programs, including plant protection and quarantine, wildlife services (WS) and biotechnology regulatory services (BRS).

In April 2007, Ms. Smith was appointed as the Associate Administrator of APHIS. Prior to that, Ms. Smith served as the deputy administrator for BRS and played a major role in shaping the agency's biotechnology regulatory structure, establishing more rigorous requirements for field tests of genetically engineered crops and initiating efforts to review and strengthen the agency's overarching biotechnology regulations. From 2001 to 2002, Ms. Smith was the associate deputy administrator for WS, which provides federal leadership and expertise to resolve conflicts caused by wildlife.

While working her way through APHIS, Ms. Smith completed a Bachelor of Science Degree in Microbiology from the University of Maryland in 1983 as well as a Masters Degree in Management from the University of Maryland in 2000.

A native Marylander, Ms. Smith resides with her family in Woodstock, Maryland. She and her husband Alan are very proud of their six children and three grandchildren.

Friday, February 22, 2008

LEGAL AND ANALYTICAL CONSTRAINTS ON THE REGULATORS

Jeffrey S. Lubbers
Fellow in Law and Government, Washington College of Law
American University
Washington, DC

BIO: Jeffrey S. Lubbers is a Fellow in Law and Government at American University's Washington College of Law. He teaches courses in Administrative Law, Environmental Law, Federal Legal Institutions, and ADR. He has also taught at the University of Miami School of Law, Washington and Lee University School of Law, the Georgetown University Law Center, Melbourne University, Ritsumeikan University Law School in Japan, the University of Ottawa, and Australian National University. He has an A.B. degree from Cornell University and a J.D. from the University of Chicago Law School and is a member of the bars of the State of Maryland and the District of Columbia.

Prior to joining American University, he served in various positions with the Administrative Conference of the United States (ACUS), the U.S. Government's "permanent" advisory agency on procedural improvements in federal programs until its closure by the 104th Congress in 1995. From 1982-1995 he was ACUS' Research Director—a position in the Senior Executive Service. He served as Team Leader for Vice President Gore's National Performance Review team on Improving Regulatory Systems in 1993. He co-authored ACUS' major 1992 study, *The Federal Administrative Judiciary* and was a contributing author of the first edition of the *Guide to Federal Agency Rulemaking*. He has just authored an updated fourth edition of the latter *Guide*, published by the American Bar Association in 2006. He has also co-authored the *Administrative Procedure Sourcebook* (4th ed, forthcoming 2008), and serves as the editor for the American Bar Association's *Developments in Administrative Law and Regulatory Practice* (volumes from 1998-2007).

He is a Senior Fellow and former Council Member of the ABA Administrative Law Section and he received the "Mary C. Lawton Award for Outstanding Government Service" from that Section, and the "Walter Gellhorn Award" from the Federal Bar Association.

In addition to his teaching, he has served as a consultant to various federal agencies, the ABA, the World Bank (on administrative law reform in Latvia), the USAID (on administrative reform in Georgia), and the Office of Economic Cooperation and Development (OECD) (on administrative simplification and regulatory burden reduction).

SPEECH: In 1970, the writer of the most influential treatise in Administrative Law described the procedure of notice-and-comment administrative rulemaking as "one of the greatest inventions of modern government." But in the last few decades Congress and the executive branch have layered so many significant procedural requirements on notice-and-comment rulemaking that most academics and policymakers agree that the process

has become ossified and inefficient. I will discuss these additional procedural and analytical requirements, which, while well-intentioned, are making it more difficult for USDA, FDA, and other resource-strapped agencies to undertake the regulatory actions necessary in an increasingly complicated world. These include peer reviews and a series of analytical requirements modeled on the environmental impact statements originating in a 1970 statute, but covering analyses of costs, benefits, and risks, and the rule's impact on paperwork, small business, unfunded mandates, federalism, environmental justice, and many other factors. One way out may be using the Internet through "electronic rulemaking," but this brings not only promise, but also potential complications and burdens for the agencies as well.

Friday, February 22, 2008

REGULATORY REALITY VERSUS ACADEMIC SCIENCE: HOW DO WE BALANCE THE CONSTRAINTS?

Roger Pielke

**University of Colorado, author of *The Honest Broker*
Center for Science and Technology Policy Research
Boulder, Colorado**

BIO: Roger A. Pielke, Jr., has been on the faculty of the University of Colorado since 2001 and is a Professor in the Environmental Studies Program and a Fellow of the Cooperative Institute for Research in Environmental Sciences (CIRES). At CIRES, Roger served as the Director of the Center for Science and Technology Policy Research from 2001-2007. Roger's current areas of interest include understanding the policy and politics of science in decision making in a range of areas. In 2006 Roger received the Eduard Brückner Prize in Munich, Germany for outstanding achievement in interdisciplinary climate research. Before joining the University of Colorado, from 1993-2001 Roger was a Scientist at the National Center for Atmospheric Research. Roger serves on various editorial boards and advisory committees, and is the author of numerous articles and essays. He is also author, co-author or co-editor of five books. His most recent book is titled: *The Honest Broker: Making Sense of Science in Policy and Politics* published by Cambridge University Press in 2007. For 2007-2008 Roger is on sabbatical at the *James Martin Institute for Science and Civilization*, Oxford University.

Most Recent Publications:

- *Normalized Hurricane Damages in the United States: 1900-2005*
- *End of 2007 Hurricane-Global Warming Update*
- *Technology Assessment and Globalization*
- *The Case for a Sustainable Climate Policy: Why Costs and Benefits Must Be Temporally Balanced*
- *Who has the ear of the president?*
- *The Honest Broker: Making Sense of Science in Policy and Politics*

Friday, February 22, 2008

**THE CHALLENGE OF INCREASING GLOBAL TRADE: HOW DO WE
ADDRESS LINKAGES AND BARRIERS?**

**David Orden,
Virginia Polytechnic Institute and State University, Director
Global Issues Initiative, Institute for Society
Culture and Environment
Alexandria, Virginia**

BIO: David Orden is professor and Director of the Global Issues Initiative, Institute for Society, Culture and Environment at Virginia Polytechnic Institute and State University and a Senior Research Fellow at the International Food Policy Research Institute (IFPRI). He is engaged in active research and public policy education programs on the economics and political economy of domestic support policies, international trade negotiations, and technical barriers to trade. Orden has been a Visiting Fellow at the University of New South Wales in Australia, chairman of the International Agricultural Trade Research Consortium, and Visiting Professor at Stanford University.

He is the author of *Policy Reform in American Agriculture: Analysis and Prognosis* (co-authored by Robert Paarlberg and Terry Roe, University of Chicago Press, 1999); and *Food Regulation and Trade: Toward a Safe and Open Global System* (co-authored with Tim Josling and Donna Roberts, Institute for International Economics, 2004).

SPEECH: On conceptual grounds and from practical experience it appears that five elements are most often necessary to achieve changes in SPS regulations that open new trade opportunities. These elements are scientific assessment (evidence of limited risk), opportunity (clear incentives for trade arising from price differentials that would lead to exports), traceability (to ensure sources of any pest infestations can be traced back to their origin), persistence (on the part of potential exporters) and joint political will (to reach an accord by the negotiating governments). Specific cases of regulatory decision making are examined in light of these factors in this presentation. In the case of avocados from Mexico, the U.S. market has been opened following almost a decade of related rule making and substantial imports now occur. In a second case, China has expressed interest in exporting fresh apples to the United States but there is not a related regulatory process underway, although China recently received approval to export fresh apples to Canada. Lessons from the outcome in the avocado case are used to evaluate how the five factors cited above interact in regulatory decision processes that lead to new trade opportunities, and to discuss the issues that arise about regulation of fresh apples from China. The analysis draws on recent research studies of these cases under a project sponsored by the Program on the Economics of Invasive Species Management (PREISM), Economic Research Service, USDA.

PERSPECTIVES OF USDA'S REGULATORY POLICY OFFICER

Marc L. Kesselman
General Counsel, USDA
Washington, DC

BIO: Marc L. Kesselman was sworn in as USDA's General Counsel by Agriculture Secretary Mike Johanns on June 1, 2006. As General Counsel, Mr. Kesselman advises the Secretary and directs all legal activity for the Department, including litigation, counseling and regulatory development.

Before joining USDA, Mr. Kesselman served as Deputy General Counsel at the Office of Management and Budget. There he handled a wide range of regulatory and budgetary matters, mediated interagency disputes, addressed significant matters on the Justice Department's civil litigation docket, formulated Presidential Executive Orders, and developed and implemented legal policy initiatives. Mr. Kesselman worked extensively with numerous federal departments and agencies, focusing on the Departments of Agriculture, Defense, Energy, Health and Human Services, Homeland Security, Justice, Labor, State and Treasury; as well as with the various White House offices.

Prior to his service at OMB, Mr. Kesselman served as Senior Counsel in the Office of Legal Policy at the United States Department of Justice. He has also worked as a trial attorney in Justice's Federal Programs Branch, representing the United States against constitutional challenges to federal statutes and attacks on the legality of government policies and programs. There, the Attorney General presented Mr. Kesselman with the John Marshall Award, the Department of Justice's highest award for trial of litigation.

Previously, Mr. Kesselman worked as an attorney at the Washington, DC law firm of Ropes & Gray, focusing on litigation, employment law, intellectual property, and white-collar defense. He was a law clerk for the Honorable Julia S. Gibbons, then the Chief Judge of the U.S. District Court for the Western District of Tennessee. A native of Memphis, Mr. Kesselman graduated with high honors from Cornell University, and with honors from the University of Pennsylvania Law School. Mr. Kesselman and his wife, Risa, reside in Bethesda, Maryland with their two children.

Mr. Kesselman succeeds Nancy S. Bryson. Ms. Bryson is now a partner at the Washington, DC office of the Venable law firm, where she heads its food and agriculture law practice.

Friday, February 22, 2008

Commodities Track

LIVESTOCK AND POULTRY OUTLOOK

**MODERATOR: S. Brett, Director, Policy and Litigation Division, Packers and Stockyards, Program (P&SP), USDA
Washington, DC**

BIO: S. Brett Offutt is Director of the Policy and Litigation Division, Packers and Stockyards Program (P&SP), U.S. Department of Agriculture. He and his staff focus their work in three primary areas: (1) internal agency policies and procedures, (2) rulemaking, and (3) supporting litigation to enforce the Packers and Stockyards Act of 1921 (P&S Act). As part of the agency's senior management team, he provides guidance on the legal implications of policies and regulations. He also analyzes legislation pending in Congress and advises senior agency officials on any impact the legislation may have on the agency. In the past year, he has presented numerous training sessions to P&SP employees on landmark P&S Act cases as well as the history of the administration of the P&S Act.

Offutt has over 8 years of government service with P&SP. He initially served as a legal specialist in the Policy and Litigation Division and shortly thereafter in the P&SP regional office in Des Moines, Iowa. In 2001, he returned to the Washington, DC, headquarters offices as the Supervisory Legal Specialist. In 2004, he was selected to fill his current position of Director of the Policy and Litigation Division.

Offutt earned a Doctor of Jurisprudence (JD) degree from South Texas College of Law in 1998 and a Master of Laws (LL.M.) degree in Agricultural Law from the University of Arkansas in 1999. He comes from a farming background, having grown up on a farm in south central Pennsylvania. He and his wife have two sons and live in Charles Town, West Virginia. Offutt is a member of the State Bar of Texas, Phi Delta Phi legal fraternity, and the American Agricultural Law Association.

Friday, February 22, 2008

LIVESTOCK & POULTRY OUTLOOK

**Joel Greene
Livestock & Poultry Analyst
World Agricultural Outlook, USDA
Washington, DC**

BIO: Joel Greene has been a livestock analyst at USDA's World Agricultural Outlook Board working on the department's livestock, poultry, and dairy forecasts since 1999. Prior to joining the Board, he was the senior beef analyst in the Dairy, Livestock, and Poultry Division of the Foreign Agricultural Service, and an agricultural trade analyst in the Trade Analysis Branch at the Economic Research Service. He holds a BA degree in

Asian studies from the University of North Carolina, and an MA degree in international affairs and economics from George Washington University.

SPEECH: The *Livestock and Poultry Outlook for 2008* presents USDA's forecasts and the factors influencing the livestock and poultry sectors this year. The outlook includes supply and use forecasts for beef, pork, and poultry, and price forecasts for cattle, hogs, broilers, turkeys, and eggs. The forecasts presented here are based on the analyses of the Livestock and the Poultry Interagency Commodity Estimates Committees which is made up of members from the World Agricultural Outlook Board, Economic Research Service, Foreign Agricultural Service, Farm Service Agency, and Agricultural Marketing Service.

Friday, February 22, 2008

WHAT'S HAPPENING WITH HOG CAPACITY AND ITS IMPLICATIONS FOR THE PORK INDUSTRY?

Ron Plain, D. Howard Doane
Professor of Agricultural Economics
University of Missouri
Columbia, Missouri

BIO: Dr. Ronald L. Plain is the D. Howard Doane Professor in the Department of Agricultural Economics at the University of Missouri. He serves as Program Leader for Ag Economics Extension within the Division of Applied Social Sciences at MU. Ron received his B.S. and Masters degrees in Agricultural Education from the University of Missouri and his Ph.D. in Agricultural Economics from Oklahoma State University. His areas of expertise include livestock marketing and swine production. Dr. Plain is a member of USDA's Advisory Committee on Agricultural Statistics. He has agricultural experience in 16 foreign countries. Since coming to the University of Missouri, Ron has made over 1,800 presentations to farm audiences, authored over 300 publications, and received 19 awards of excellence including being named Agricultural Leader of the Year and receiving the Governor's Award for Quality and Productivity. Ron grew up on a diversified crop and livestock farm near El Dorado Springs, Missouri. Dr. Plain has been a faculty member at the University of Missouri since 1981.

SPEECH: The relationship between packing capacity and the number of livestock being marketed is key to the profitability of both producers and processors. There is no more striking example than the fourth quarter of 1998 when the number of market-ready hogs exceeded slaughter capacity resulting in the lowest hog prices in more than 30 years. Conversely, when slaughter capacity far exceeds the supply of market-ready animals, packers experience red ink. Cattle packers faced this situation in much of 2007. Increasing packing capacity is a slow and costly process. Increasing hog numbers occurs much more quickly. Hog production is highly seasonal with the greatest marketing occurring during the fourth quarter. U.S. hog packers operated close to capacity each weekday during the fourth quarter of 2007. In fact, more than 50% of U.S. hog slaughter capacity operated every Saturday of the quarter. With 2008 hog slaughter expected to be well above last year's record and no new large slaughter plants under construction, hog producers are at risk of a repeat of 1998. The 9% increase in fourth quarter hog slaughter from 2006 to 2007 pushed hog prices far below breakeven. Hopefully, the combination

of red ink induced cut back in hog production and technology driven expansion of processing capacity at existing slaughter plants will provide an adequate cushion for processing capacity in 2008.

Friday, February 22, 2008

SITUATION AND OUTLOOK OF THE CANADIAN LIVESTOCK SECTOR

**Tyler Fulton
Director of Risk Management
Manitoba Pork Marketing Co-op
Manitoba, Canada**

BIO: Tyler Fulton is the Director of Risk Management for Manitoba Pork Marketing Co-op (MPMC) and is Owner/Operator of a 500 head beef cow/calf operation in Western Manitoba, Canada. Tyler has worked with MPMC since 2001, where he manages the futures trading and feed merchandizing activities. In this role, he develops strategies to aid hog producers in managing their price risk. Tyler is also an independent consultant on livestock market projects. His work includes basis analysis and development of various risk management programs across Canada. Recently, he has contributed to the development of a Beef Cattle Insurance program in Manitoba and to an Agricultural Clearinghouse initiative in Alberta, Canada. Tyler received his Bachelor's degree in Agribusiness from the University of Manitoba in 1999 and is completing his Derivative Market Specialist designation.

SPEECH: Following decades of growth, the Canadian livestock industry is experiencing a contraction. Poor profitability throughout the entire red meat supply chain has triggered massive changes. In the beef sector, both cow/calf operations and feeders are experiencing negative margins. In the harder hit pork sector, there is an exodus of both farrow and feeder operators across Canada. At the same time, processors are rationalizing their operations to meet the “new normal” business environment. The sharp rise in the Canadian Dollar against the US Dollar is the most significant factor driving these changes. However, other challenges are also affecting the industry, including: a growing bio-fuels industry, increasingly strict environmental regulations, continued uncertainty with export markets and very tight labor markets. The outlook for the Canadian livestock industry in 2008 could include major structural changes and the biggest contraction to supply in recent history.

Friday, February 22, 2008
12:15 p.m.-1:30 p.m.

Commodity Luncheons

Luncheon: HORTICULTURE

FRUIT & VEGETABLE MARKET NEWS: AGRICULTURAL MARKETING SERVICE'S NEW WEB PORTAL

MODERATOR: Kenneth C. Clayton, Associate Administrator, Agricultural Marketing Service, USDA
Washington, DC

BIO: Dr. Kenneth C. Clayton is Associate Administrator, Agricultural Marketing Service, U.S. Department of Agriculture. He is responsible for a wide range of programs that facilitate the domestic and global marketing of U.S. agricultural products.

Programs under Dr. Clayton's direction include voluntary, fee-for-service certifications of product quality and verifications of marketing claims; daily commodity price reporting for U.S. and foreign markets; oversight of industry-funded research and promotion programs; regulatory programs that ensure fair trade practices; and procurement of commodities for federal feeding programs.

Dr. Clayton has served as Acting Assistant Secretary and Acting Deputy Assistant Secretary for Marketing and Inspection Programs at USDA. In addition, he has served as Senior Economist, Office of the U.S. Trade Representative. Prior to joining the Agricultural Marketing Service, he held several leadership positions with USDA's Economic Research Service.

Earlier in his career, Dr. Clayton served on the faculty of the University of Florida. He received his undergraduate training at Rutgers University, and his Masters and Ph.D. degrees in agricultural economics from Purdue University.

Friday, February 22, 2008

Terry Long
Chief, Fruit and Vegetable Market News
Agricultural Marketing Service, USDA
Washington, DC

BIO: Terry Long is a native of the Blacksburg area of Virginia. He received a B.S. degree from the College of Agriculture at Virginia Tech in 1976. Upon graduation, he worked briefly on a mixed crop and livestock operation near Suffolk, Virginia. He soon joined USDA as a Fruit and Vegetable Market Reporter and started in Philadelphia, PA. As was typical of the time period, he traveled across the U.S. training and providing vacation relief to other reporters in both wholesale and shipping point market offices.

Terry led or was part of a number of teams on technical assistance projects in numerous countries over the years, including Russia, Ukraine, Bulgaria, Nigeria, Colombia, El Salvador and, most recently, India. He became Branch Chief of Fruit and Vegetable Market News in 1993 and is currently serving as President of the Market Information Organization of the Americas.

SPEECH: The Market News Portal - From Market Reports to Market Information. The USDA Market News Service has covered agricultural markets and issued market reports for over ninety years. With the development of the Market News Portal, the public can now assess the highly detailed and timely information collected by market reporters and build market reports to meet their specific needs.

The Market News Portal represents a quantum leap for information dissemination, as it allows users to directly access the Market News Information System or database for the first time. Users can now build their own market reports, customize their own Market News website to meet their information needs, and then access or receive the information in the format they choose.

Luncheon: SUGAR & SWEETNERS

THE ORGANIC SUGAR MARKET

Nigel Willerton
CEO, Wholesome Sweeteners, Inc.
Sugar Land, Texas

BIO: Nigel Willerton graduated in Business from Liverpool John Moores University in 1988. Nigel has 17 years experience in the Speciality Sugar business as an Officer of Edward Billington & Son (Sugar) Ltd in the UK, where he worked on the world's first organic sugar project, and latterly as CEO of Wholesome Sweeteners, Inc. in the United States. Since 2001 Wholesome Sweeteners has grown ten-fold from a \$5M to a \$50M business and is the USA's leading brand of both Organic and Fair Trade Certified Sweeteners. Nigel is the current Chairman of the Organic Trade Association Sugar Taskforce. He resides in Sugar Land, Texas, with his wife and two children.

SPEECH: The organic food market has grown at 20% per year for the last 10 years and in 2005 represented \$14 Billion in sales and 2.5% of the total US food market. Organic sugar is a critical ingredient in many organic processed food products. Over 95% of the organic sugar consumed in the US is imported. South America is the main exporting region. The integrity of the organic certification is ensured by independent certifiers accredited under the USDA National Organic Program (NOP). The market expansion can be mapped with the growth in consumer confidence since the introduction of these national standards and the introduction of the USDA seal which can be applied to qualifying consumer products that meet those organic food standards. Given current market growth and consumer trends, the biggest challenges facing organic raw materials like sugar are adequate supply and market access at competitive pricing given the current reliance on overseas supply sources.

Paul Ryberg
Ryberg and Smith, L.L.P.
Washington, DC

BIO: Paul Ryberg is the senior partner in the Washington, D.C., law firm of Ryberg and Smith, LLP, where his practice focuses on international trade law, including sugar trade. Mr. Ryberg has represented clients on sugar trade issues for the past 25 years. His sugar clients have included: the sugar industries of Mauritius, Paraguay and the Caribbean quota holders (Barbados, Belize, the Dominican Republic, Guyana, Haiti, Jamaica, Panama, St. Kitts and Nevis, and Trinidad and Tobago); Wholesome Sweeteners; Imperial Sugar; and R. Markey & Sons.

Mr. Ryberg is also the President of the International Sugar Trade Coalition, Inc. (ISTC), a non-profit trade association of 17 developing countries that export sugar to the United States under the TRQ. The members of ISTC come from Africa, the Caribbean, Central and South America, Asia and the Pacific.

Mr. Ryberg is also recognized as an expert on U.S.-Africa trade, especially under the African Growth and Opportunity Act (AGOA). Mr. Ryberg is also the president of the African Coalition for Trade (ACT), which is a non-profit trade association of private sector companies from 12 African countries that export to the U.S. under AGOA.

Mr. Ryberg is a graduate of the Harvard Law School (1977 cum laude) and has his undergraduate degree from Wichita State University (1974 summa cum laude). He lives on a farm in Maryland and commutes into Washington as little as possible.

SPEECH: Paul Ryberg will focus on the regulatory/import side of the topic, with attention on the various means of importing organic sugar.

Luncheon: COTTON

MODERATOR: Mike Yost, Administrator, Foreign Agricultural Service, USDA Washington, DC

BIO: Michael W. Yost became FAS Administrator on March 9, 2006. Before his appointment to FAS, Yost served as Associate Administrator for USDA's Farm Service Agency (FSA). As the Associate Administrator for Programs, Mr. Yost was responsible for supervising and administering programs for conservation, disaster assistance, farm commodities and farm loans.

Prior to coming to USDA, Yost was President of Yost Farm, Incorporated, in Minnesota, where he produced corn, soybeans, spring wheat and alfalfa. As a fourth-generation farmer, he adapted to the latest changes in technology and business partnerships to enhance the farm's productivity for today and future generations.

Yost has held leadership positions with several commodity associations at the county and state levels. He was a member of USDA's Biotech Advisory Board, USDA/Department of Energy Biomass Advisory Board, and recently served two terms on the National Biodiesel Board. In this capacity, he took steps to expand the economic prospects and environmental promise of renewable energy by promoting clean, renewable, farm-based fuel and educating the public about the benefits of biodiesel to farmers, biodiesel producers, and rural communities throughout America.

From the mid-1990s to 2000, Yost was heavily involved with the American Soybean Association, where he held positions as Chairman, Vice-President, and President. As president, he worked to strengthen soybeans as a viable crop, ensured ongoing demand from food and feed processors, and promoted the development and use of U.S. soybeans and soy-based products.

A native of Murdock, Minnesota, Yost holds a Bachelor of Science degree in Agriculture Business Administration from the University of Minnesota. He and his wife, Sandra, have two sons.

Friday, February 22, 2008

COTTON – A SHIFTING WORLD

**William B. Dunavant, III,
President and CEO
Dunavant Enterprises, Inc.
Memphis, Tennessee**

BIO: William B. Dunavant, III, a University of Virginia graduate is Chief Executive Officer and President of Dunavant Enterprises, Inc. and a member of the Executive Board of Directors for Dunavant Enterprises, Inc. of Memphis, Tennessee, one of the largest cotton companies in the world. His work has included extensive travels throughout the world which included living in Japan and Asia for over two years as well as Europe. He started Dunavant's Australian operations which saw the construction of three super gins with capacity of over 300,000 bales.

He currently serves as President of the World Cotton Exporters Association and on the Board of the American Cotton Shippers Association. He is currently a Board Member of The Seam, American Uzbekistan Chamber of Commerce, Advisory Board of Rabobank North America, America and Board of SunTrust Bank, Memphis.

He serves on Board of Memphis Tomorrow, Shelby County Greenways Committee, and is an Advisory Board Member of Baptist Memorial Hospital. He also serves on the Board at St. George's Independent School and Hutchison School.

Mr. Dunavant is past Chairman of Cotton Council International, and past President of the American Cotton Shipper's Association and the Southern Cotton Association as well as a past Board Member of the National Cotton Council, Cotton Council International, and the USDA ATAC Committee. He has served as President of the Memphis Botanic Garden and the Chickasaw Council - Boy Scouts of America and a past board member of The Memphis Cotton Exchange. Mr. Dunavant was also the past Chairman of St. George's Independent School and Co-Chairman of St. George's High School Capital Campaign

Mr. Dunavant is married to Michelle Spencer-Barnes Dunavant, and presently raising four children Audsley, Hilary, Billy and Harry. He enjoys hunting, fishing, snow skiing, and spending time with his family.

SPEECH: The world of cotton has seen tremendous consolidation over the last 25 years in both production and consumption. This enormous dynamic of change is now facing an even greater challenge, as macro changes in food and energy consumption and production threaten global cotton acreage in the future. This presentation will address the questions of where and who will benefit and who will lose in the global battle for acres.

The exciting feature in the outlook for global cotton prices is that the marketplace, rather than government subsidies, will again drive price discovery. The world's producers will become stronger and more viable because of diversification of risk through profitable choices of different crops. One has to be bullish on farming.

PROMOTING COTTON PRODUCTION IN EAST AFRICA

Rickard Laurin
President, Dunavant, S.A.

BIO: Born- Malmö, Sweden
Residence: Geneva, Switzerland
Married - 2 children

1962-1970 Lundsbergs Skola, Storfors, Suede
High School Diploma in Economics

1970-1973 Graduated in Economic Sciences and High Commercial
Studies in Stockholm, Sweden

PROFESSIONAL EXPERIENCES:

1973-1974 Period of training with COOK INDUSTRIES INC, in
Fresno and Memphis including cotton classing courses
with Murdoch, International Cotton School.

1974-1975 COOK AND CO FAR EAST AGENCIES, INC. Osaka, Japan
Assistant Manager - Sales of American cotton into Far East markets.

1975-1978 COOK INDUSTRIES INC, Memphis, Tennessee
Export Department Manager in charge of US
cotton exports throughout the world.

1978-1989 Managing Director of DUNAVANT INTERNATIONAL-EUROPE, INC. In
Geneva, in charge for merchandising and selling cotton in Europe, Africa,
Middle East and Pakistan.

1985 Member of the Board of Directors of Dunavant
Enterprises Inc.

From 1989 Chairman of the Board and Managing Directors of DUNAVANT S.A. in
charge of merchandising and selling cotton in Europe, Africa, Middle East,
Pakistan and Central Asia.
Dunavant S.A. is a fully owned subsidiary of Dunavant
Enterprises, Inc., Memphis, Tennessee.

From 2000 Chairman of the Board of DUNAVANT ZAMBIA LTD.

From 2002 Chairman of the Board of DUNAVANT UGANDA LTD.

From 2003 Chairman of the Board of DUNAVANT MOZAMBIQUE LTD.

OFFICIAL FUNCTIONS:

1990 On Management Advisory Council of the LCA
(Liverpool Cotton Association)

1990-1992 Associated Directors of the LCA (Liverpool Cotton Association)

1996-1997 Chairman of the ACME (Association of the European Cotton Merchants)

Dec. 2005- Director of the ICA (International Cotton Association, Liverpool)

Dec. 2006- Chairman of the Arbitration Strategy Committee of the ICA (International Cotton Association, Liverpool)

SPEECH: This presentation provides information about the reality of growing cotton in Africa from a private investor perspective. Dunavant started its African fixed assets investments in 2000 in Zambia, followed by Uganda in 2002 and Mozambique in 2003. Dunavant pre-finances tens of thousands of cotton farmers by supplying necessary planting seeds and inputs on credit and provides the necessary extension services to support them to grow cotton. This presentation will explain the mechanism and the problems faced by Dunavant and the farmers, whose yields are very low even according to African standards. We are trying to improve yields through agricultural training which we call the “Yield Program.”

Friday, February 22, 2008

Luncheon: GRAINS & OILSEEDS

THE IMPACT OF HIGHER COMMODITY PRICES ON FOOD PRICE INFLATION

**MODERATOR: Keith Menzie, Agricultural, Economist, Oilseeds, World
Agricultural Outlook Board, USDA
Washington, DC**

BIO: Keith Menzie is the senior oilseeds economist at the World Agricultural Outlook Board of the United States Department of Agriculture where he serves as Chairperson of the Interagency Commodity Estimates Committee for Oilseeds. Prior to his current position, Dr. Menzie spent eight years as at the Farm Service Agency working on domestic commodity program and policy issues related to oilseeds and wheat. From 1989 through 1992, he served as a policy analyst in the USDA's Office of Budget and Program Analysis where he developed cost analyses for farm policy proposals for the 1990 Farm Bill. Dr. Menzie began his career as an economist at the Economic Research Service of USDA. He has a B.S. degree in agricultural economics from the University of Arizona and has M.S. and Ph.D. degrees in agricultural economics from Purdue University.

Friday, February 22, 2008

**William Lapp
Advanced Economic Solutions
Omaha, Nebraska**

BIO: Mr. Lapp has over 25 years of experience in analyzing and forecasting economic conditions and commodity markets. He recently formed Advanced Economic Solutions, and prior to that was the Vice President of Economic Research for ConAgra Foods.

Advanced Economic Solutions is dedicated to providing high quality economic and commodity analysis to agri-business and food companies. Advanced Economic Solutions provides forecasts and analysis for procurement, investment and risk management decisions, in order to help these companies in their decision-making processes and strategic thinking.

Mr. Lapp has experience in providing comprehensive economic analysis of grain, livestock, and dairy markets. While with ConAgra, he was charged with forecasting market conditions from a risk management perspective, as well as providing strategic direction and insights for the various industries ConAgra participated in.

Mr. Lapp currently serves on numerous boards, including the Kansas City Federal Reserve Board's Center for the Study of Rural America, the Farm Foundation, and the Food and Agriculture Committee of the Omaha Chamber of Commerce. Mr. Lapp is a member of USDA National Agricultural Statistics Service Advisory Board, and participates on the Harvard Business Industrial Economists' Round-Table.

Mr. Lapp grew up on a dairy-hog farm in northern Illinois. He received a Bachelor of Arts degree in Math and Computer Science from Southern Illinois University, and a Master of Science degree in Agricultural Economics from Purdue University.

SPEECH: Food inflation has been tame for most of the past 25 years, but in 2007 both wholesale and consumer food prices accelerated, rising at the highest rate since 1981. At the same time, the price of many of the primary commodity ingredients have surged to historic highs. With grains, oilseeds, dairy and egg markets remaining at historically high levels, the higher rates of food inflation are likely to continue in 2008. While the impact of higher commodity prices upon food inflation is difficult to measure statistically, it is clear that an increase in input costs will ultimately translate into higher rates of food inflation in the coming years.

Friday, February 22, 2008

Luncheon: LIVESTOCK & POULTRY

REOPENING MARKETS TO U.S. MEAT

**MODERATOR: Timothy Rocke, Director, Industry and Sector Analysis
Office of Global Analysis, Foreign Agricultural Service, USDA
Washington, DC**

BIO: Tim Rocke was born and raised in central Illinois. He received his undergraduate degree at the Western Illinois University and later served as a Peace Corps Volunteer from 1978-80. After Peace Corps, he earned a Master's degree in Agricultural Economics at the University of Illinois. For his thesis, he traveled to Tanzania to undertake a USAID funded farming systems research project. In 1987, Mr. Rocke accepted a position at USDA's World Agricultural Outlook Board. From 1989 until present, he has worked for the Foreign Agricultural Service with the Marketing Operations Staff, Production Estimates Division, Dairy Livestock and Poultry Division, program manager of Export Sales Reporting, branch chief of Specialty Crops; to his current position as director of Industry and Sector Analysis in the Office of Global Analysis.

On weekends he frequently works on a cow-calf operation farm in the Shenandoah Valley. He is married with two children and resides in Alexandria, Virginia.

Friday, February 22, 2008

**John Reddington
Vice President, International Trade, American Meat Institute
Washington, DC**

BIO: John Reddington is the Vice President of International Trade for the American Meat Institute. Reddington joined AMI in 2002. He is a veteran of the Foreign Agricultural Service (FAS). Reddington manages the International Trade Policy Committee and the Institute's trade activities. He also serves as President of the U.S. Hide, Skin and Leather Association and serves as an advisor to the Secretary of Agriculture and the US Trade Negotiator on the Animal and Animal Products Technical Advisory Council, of which he is the Chairman. He also is President of a private consulting business, American International Agribusiness Alliance.

In his last position at FAS, he served as the Director of the Dairy, Livestock and Poultry Division. He also served as Special Assistant to the FAS deputy administrator of Foreign Affairs, Counselor for Agricultural Affairs at the U.S. Embassy in Brazil, Assistant Deputy Administrator for Analysis for Commodity & Marketing Programs, Deputy Director of the Tobacco, Cotton and Seeds Division and as an Agricultural Attaché in New Zealand, Pakistan and the Netherlands. He began his career at FAS as an economist in the Oilseeds and Products Division.

Reddington earned his bachelor's degree in resource economics from the University of Massachusetts and a master's degree in agricultural economics from Purdue University. He also participated in the Department of State's Senior Seminar from 1993 to 1994.

SPEECH: World population growth will exceed 7 billion people by 2015; most of that growth will be in China, India and Indonesia. Global beef and pork consumption will increase by more than 20,000 tons during that same period. Will the U.S. be competitive and surpass its 2003 beef export record before 2015? The answer is dependent on the US ability to convince foreign markets to accept the OIE classification of the United States and accept imported beef from animals of all ages. Will U.S. pork exports continue at its record breaking pace? What are the obstacles today? I will explore the progress to date and the impact on trade.

Rural America

CHANGE AGENTS IMPACTING RURAL AMERICA

This session will be a dialogue on what it takes to create positive changes in rural communities, along with the showcasing of some of those individuals and organizations that are providing leadership and making a significant difference in their rural communities.

**MODERATOR: Charles W. Stenholm, Senior Policy Advisor, Olsson Frank Weeda Terman Bode Matz PC
Washington, DC**

BIO: Former Congressman Stenholm is a Senior Policy Advisor at Olsson Frank. Born in Stamford, Texas, Mr. Stenholm went on to serve the 32-county, 17th District of Texas in the U.S. House of Representatives. Mr. Stenholm was a member of the House Committee on Agriculture throughout his 26-year House career, serving as the Committee's ranking Democrat for his last eight years until 2004. He earned a reputation for building bipartisan alliances in areas as diverse as agriculture, resource conservation, food safety, Social Security, energy, health care, and budget.

Mr. Stenholm was co-chair of the Blue Dog Coalition, the Public Pension Reform Caucus, the Sound Dollar Caucus, and the U.S.-Mexico Business Caucus. Mr. Stenholm graduated from Tarleton State Junior College and Texas Tech University, and has received honorary Doctor of Laws degrees from Abilene Christian, Hardin-Simmons, and McMurry Universities.

Areas of Expertise:

Agriculture
Resource Conservation
Food Safety
Social Security
Energy
Health Care
Budget

Education:

Texas Tech University
Bachelor of Science
Masters of Science
Tarleton State Junior College

Prior Government Positions:

Member, House of Representatives, 17th District of Texas

Member, House Committee on Agriculture (Ranking Democrat 1996-2004)

Friday, February 22, 2008

TECHNOLOGY: BRINGING GLOBAL OPPORTUNITIES TO RURAL AMERICA

Chuck Comeau
Chief Executive Officer, DessinFournir Companies
Plainville, Kansas

BIO: Chuck Comeau is the co-founder and CEO of the Dessin Fournir Companies, six home furnishing design and manufacturing firms renowned throughout the interior design profession. The Dessin Fournir Companies' impressive array of products encompasses bespoke furniture, handcrafted lighting, luxurious textiles and wallpaper. With corporate headquarters located in Comeau's hometown of rural Plainville, Kansas, the Dessin Fournir Companies compete in 15 major North American markets with offices in New York, Chicago and Los Angeles. Comeau also acts as the creative director for the firm, providing inspiration and oversight for the development of all new products and designs.

In 1997, Avenue magazine named Comeau one of the "Top 100 Influential Designers" in the country. In 2004, the nation's elite designers voted the Dessin Fournir Companies one of the top three manufacturers of furniture to-the-trade. In 2005, the Dessin Fournir Companies were voted one of the "Most Exciting Home Furnishing Companies" in the nation and Comeau was named a "New Tastemaker"—one of fifty individuals for the future of the design industry by House & Garden magazine.

Formally trained as a Petroleum Geologist, Comeau spent 15 years working with traditional rural commodities of oil, gas, cattle and financial services before deciding to follow his true passion for design and architecture. Appointed to the Kansas Center for Entrepreneurship by Governor Sebelius, Comeau serves as mentor to others regarding the economic opportunities available in rural America.

SPEECH: In an industry dominated by the East and West coasts, the Dessin Fournir Companies located in the rural northwest Kansas town of Plainville have become a favorite source for the nation's most discriminating interior designers seeking the ultimate in luxury home furnishings.

Originally founded in 1993 in Los Angeles, Plainville native and Dessin Fournir co-founder, Chuck Comeau, decided to move all non-manufacturing operations from Los Angeles to his hometown. Like many rural communities, Plainville's economy was declining and the workforce thinning, leaving little promise. Comeau began by renovating two abandoned downtown buildings, turning one into an office and the other a warehouse.

With the advent of broadband to the area, he transformed the Plainville offices into the firm's corporate headquarters renovating four more buildings and providing over 100 jobs in the city of 2,100. More than a manufacturing firm, the Dessin Fournir Companies fostered design and creativity while promoting economic confidence within the community. From entrepreneurship to its own healthcare system, Plainville's re-energized economy is coming from within.

COMMUNITY DRIVEN HEALTH CARE

Martin Guthmiller
President and CEO, Orange City Area Health System
Orange City, Iowa

BIO: Marty is presently serving as Chief Executive Officer of Orange City Area Health System located in Orange City, Iowa. He received his Bachelor of Arts degree in Mathematics and Accounting from Northwestern College and his Master of Science in Health Administration degree from the University of Colorado. He has over 25 years of health care experience, the first 8 of which were as a CPA in the auditing field. He is an accomplished community leader with several presentations over the years in local, state and national health care and community development venues. Marty has been in Orange City since 1994 and has led the community and health system through the process of becoming the first Critical Access Hospital to relocate in the State of Iowa. The new, \$30 million facility opened May 1, 2006. He is married with three sons.

SPEECH: In addition to health care, hospitals in rural communities serve as an essential resource in a number of areas. Often times, the hospital is one of the major employers and a source of economic vitality and development. The ripple effect of salaries, supply purchases and related non-health care employment create multiples of economic stimulus. Community pride and access to services helps other businesses retain workers and service offerings. In this case study, participants will learn how bold vision, innovative facility design and employee pride rallies a rural community in the support of building a new \$30 million Critical Access Hospital. In addition, how community support is manifested through, and is a function of, engagement in planning that yields ownership, thus increasing the willingness to help implement the plans in a variety of ways. Finally, such an effort requires creative capital development blending many sources including local and federal government sources, as well as private philanthropy and a commitment to strong operating income.

Friday, February 22, 2008

COMMUNITIES COMING TOGETHER FOR ECONOMIC DEVELOPMENT

Willie E. Spencer
Hardeman County Mayor
Bolivar, Tennessee

BIO: Willie was born and reared in Hardeman County, Tennessee. He graduated from Allen-White High School in Whiteville, Tennessee. He attended Lane College from 1967 through 1971 and graduated with a B.S. Degree in Education. After graduating from Lane College, he accepted employment with Procter and Gamble Manufacturing Company as an Electrical Technician. After three years of employment, he was one of two black technicians promoted to management. As a Manager, he had assignments including Production Team Manager, Technical Engineer, Production Department Manager, Business Leader, Brand Department Manager and Organizational Effectiveness Manager in the Personnel Department. After 27 ½ years with Procter And Gamble Mfg. Co., he resigned and became part owner in Bond and Spencer Contracting Services. During his time in Jackson Tennessee, he served on various committees and boards such as the Jackson Leadership Team, Malco Bowling Board of Directors, Education committees, and The Golden Circle Optimist Club, where he was recognized as a distinguished President. In 2002, he was elected to serve as a Hardeman County Commissioner and in his second year, was appointed Vice Chairman of the Commission. During this period, he served as Mayor Pro-Tempore due to the illness of Mayor Don Cliff.

As Mayor Pro-Tem, he managed to initiate and chair the Joint Economic and Community Development (JECD) Executive Committee and Board, initiated and chaired the Three-Star Program, initiated the Dolly Pardon Imagination Library, and converted the county payroll to direct deposit. In August 2006, Willie was elected as the Hardeman County Mayor. Willie serves on a variety of boards including the JECD, Imagination Library, Carl Perkins Child Abuse Board, Southwest Tennessee Development District Executive Board, Southwest Human Resource Agency Executive Committee, Hardeman County Health Council, Rural Transportation Executive Board, Southwest Policy Council, West Tennessee River Basin Executive Board, and the Local P-16 Council.

He is a member of the Antioch Baptist Church where he serves in many capacities, a member of Phi Beta Sigma Fraternity, Inc., and a member of the Hardeman County Branch of the NAACP. He is married to Mrs Dixie Spencer and they have four children (Yolanda, Adrienne, Brandi, and Willie Jr.), and eight Grandchildren. He is the son of the late Robert Spencer and Beatrice Spencer.

SPEECH: Hardeman County is definitely a rural County. Using population density as the gauge, Hardeman County is the third most rural of the 21 counties in West Tennessee and the twelfth most rural county in the state. Soon our county will face increasing external forces caused by population migration from Shelby County, which if left unchallenged, will undeniably destroy our opportunity to balance economic prosperity with quality of life. In cooperation with the state, our county leaders intend to plan for the future in order to create this desired balance. The leaders of Hardeman County

consisting of all municipalities mayors, public and private citizens are working together with a sense of urgency to fast track economic initiatives and to create the tools for implementing rural stewardship practices.

Friday, February 22, 2008

ERASING THE BARRIERS OF DISTANCE: HOW TELEMEDICINE IS CHANGING RURAL HEALTH CARE

John Gardner
Administrator, Yuma District Hospital
Yuma, Colorado

BIO: John Gardner is the Chief Executive Officer of Yuma District Hospital and Clinics, based in Yuma, Colorado. Since 1972 he has been involved in health services planning. Initially involved in Federal Programs including Regional Medical Programs, Comprehensive Health Planning Agencies and Health Systems Agencies, he has spent the last 20 years serving in various hospital management functions that have focused on extending health care services from urban settings to rural communities. He is a Board member of the Colorado Hospital Association, and the Colorado Coalition for the Medically Underserved.

SPEECH: Telemedicine as a vehicle for improving access to healthcare for underserved and remote areas has been toyed with over the past 30 years. With the increasing availability of broadband connections, development of new technologies and governmental incentives, the potential of telemedicine as a solution to responding to shortages in healthcare resources in rural areas is beginning to be realized. This presentation will review the array of telemedicine applications, the benefits of these applications, and a discussion of barriers to the success of these technologies.

Conservation Track

CONSERVATION TRADEOFFS FOR BIOENERGY PRODUCTION

The United States has made a major commitment to biofuels as a component of an energy plan to reduce dependence on fossil fuels, enhance energy independence, and curb emissions of green house gas emissions. The Energy Independence Act of 2007 mandates that the amount of renewable fuels used in transportation fuels in the United States grow from 4 billion gallons in 2006 to 36 billion gallons in 2022—an increase of 800 percent. The Act also mandates that 21 of the 36 billion gallons of renewable fuels used in 2022 be “advanced biofuels.” An advanced biofuel is defined as any renewable fuel—other than ethanol produced from corn starch—that reduces greenhouse gas emissions by 50 percent below diesel and gasoline.

The challenges to meeting this aggressive goal are many including breakthroughs in technology, infrastructure for transporting renewable fuels to market and for transporting and storing advanced biofuel feed-stocks, and impacts of food and fiber markets. All of these challenges are addressed in various sessions in this 2008 Agriculture Outlook forum.

Our session looks at another critical challenge—managing the natural resource and environmental trade-offs we will encounter as we ramp up production of renewable fuels. The potential natural resource and environmental trade-offs are many and complex. Our session will begin that dialogue by focusing on the implications of feedstock production on soil and water resources and the implications of conversion plants on air and water quality.

**MODERATOR: Craig A. Cox, Executive Director, Soil and Water Conservation Society
Ankeny, Iowa**

BIO: Craig began his career in natural resources in 1977 with a B.S. degree in wildlife management from the University of Minnesota. He joined the Minnesota Department of Natural Resources as a field biologist in 1977 and eventually directed a program of land and water resource management in the Minnesota State Park System. In 1987, Craig accepted a fellowship from the University of Minnesota to complete an M.S. degree in Agricultural and Applied Economics, specializing in natural resource and environmental policy. He graduated in 1989 and moved to Washington D.C. to accept a position as Senior Staff Officer with the Board on Agriculture of the National Academy of Sciences. He directed three major studies, including Soil and Water Quality: An Agenda for Agriculture and Rangeland Health: New Methods of Classifying, Inventorying, and Monitoring Rangelands. In 1994, Craig left the Board on Agriculture to join the staff of the Senate Committee on Agriculture, Nutrition and Forestry. On the committee, Craig covered natural resource and environmental issues and helped develop much of the conservation title of the farm bill that was passed in March 1996. In March of 1996, Craig joined the Natural Resources Conservation Service as a Special Assistant to the

Chief where he was responsible for policy development and a number of special projects. In 1998 Craig served briefly as Acting Deputy Under Secretary for Natural Resources and Environment in the Department of Agriculture. He is currently Executive Director of the Soil and Water Conservation Society -- a professional Society dedicated to promoting the art and science of natural resource conservation.

SESSION: Society will moderate our session. Our session is designed to be interactive. Panelists will respond briefly to an opening question from the moderator and then respond to follow-up questions from fellow panelists and the audience.

Friday, February 22, 2008

CONSERVING CARBON IN FEED STOCK PRODUCTION

Dr. Donald C. Reicoski
Research Soil Scientist, Agricultural Research Service, USDA
Morris, Minnesota

BIO: Donald C. Reicosky is a Soil Scientist for the USDA-ARS, North Central Soil Conservation Research Laboratory, Morris, MN, and adjunct Professor in the Soil, Water and Climate Department, University of Minnesota, St. Paul. He holds degrees from Ohio State University and the University of Illinois. He studied soil-water-plant-atmosphere relationships, with emphasis on measuring evapotranspiration, photosynthesis and plant water-status as related to soil water deficits and tillage. Early research involved describing crop response and water use on conventional till and no-till systems with and without irrigation. Incumbent's research used a canopy gas exchange measurement technique to evaluate short-term tillage-induced CO₂ flux from soil that has enhanced our understanding of soil carbon management. Global change issues are addressed by measuring soil carbon dioxide (CO₂) losses following intensive tillage with a portable chamber. Recent research has shown short-term tillage-induced losses after moldboard plowing can help explain the long-term decline in soil carbon associated with intensive cropping. Current research focuses on environmental quality issues related to tillage and residue management with emphasis on soil carbon management and losses of CO₂ following intensive tillage that includes carbon cycling, biomass removal for bio-energy and carbon sequestration. These results suggest need for improved reduced intensity tillage methods and improved biomass management for enhanced soil carbon sequestration to improve the soil resource and maintain environmental benefits important to our quality of life.

SPEECH: Dr. Don Reicosky, Research Soil Scientist, Agricultural Research Service will discuss the challenge of managing the carbon cycle in feed stock production to maintain a delicate balance between the carbon required for soil and environmental quality and the carbon removed in the crop used for bio-energy production. Key issues to be addressed include the current status of carbon conservation in agriculture, the risks of stover removal as a biofuel feedstock, and the implications of climate change on soil and water quality and reliable feedstock production posed by climate change/climate variability.

Friday, February 22, 2008

PROTECTING WATER RESOURCES IN FEED STOCK PRODUCTION

**Rick Cruse, Professor, Department of Agronomy
Director, Iowa Water Center, Iowa State University
Ames, Iowa**

BIO: Dr. Richard M. Cruse, Professor of Agronomy at Iowa State University, leads the college's Agricultural Systems Initiative and is Director of the Iowa Water Center. He is currently serving on the National Advisory Council for Environmental Policy and Technology, an advisory council to the chief U.S. Environmental Protection Agency administrator and in 2007 was appointed to Iowa Climate Change Advisory Council, an advisory council appointed by the governor directed to develop greenhouse gas mitigation options for Iowa. He received his BS from Iowa State University and his MS and PhD from the University of Minnesota. He has authored/coauthored 66 refereed and numerous non-refereed publications addressing tillage, soil and water management, and cropping systems. He has worked extensively in Hungary, where he received an honorary doctorate from the Karoly Robert College and more recently developed a cooperative research program with the Northeast Institute of Geography and Agricultural Ecology, Chinese Academy of Sciences, Harbin China. Dr. Cruse is Fellow of the American Society of Agronomy and the Soil Science Society of America.

SPEECH: Dr. Rick Cruse, Professor, Department of Agronomy, Iowa State University, will provide an overview of the natural resources and policy issues and uncertainties conservationists are confronting regarding ramping up production of biofuels. Key issues to be addressed include potential threats to soil and water resources, the implications of climate change for sustainable biofuel production, and barriers to making a transition to sustainable biofuel production systems.

Friday, February 22, 2008

FARMING SYSTEMS FOR SUSTAINABLE FEED STOCK PRODUCTION

**Wally Wilhelm
Researcher, Lead Scientist, Agricultural Research Service, USDA
Agroecosystem Management Research Unit, University of Nebraska
Lincoln, Nebraska**

BIO: Dr. Wallace (Wally) Wilhelm is a research plant physiologist with the USDA's Agricultural Research Service (ARS) Agroecosystems Management Research Unit at Lincoln, Nebraska. He is also lead scientist for the ARS Renewable Energy Assessment Project (REAP) initiated in 2006. REAP is a multi-location effort focusing the knowledge, expertise, and research outcomes of 20 scientists from 14 ARS locations in ten states on objectives of determining the amount of residue needed to protect the soil resource, comparing economic value to farmers of stover as a bioenergy feedstock or a source of sequestered C, and developing management practices to maximize sustainable harvest of stover. In addition he is coordinator for the Sun Grant Regional Feedstock Partnership Resource Development-Corn Residue Removal task. His interest in

sustainable use of crop residue as a biofuel feedstock is rooted in research conducted early in his career, following the energy crisis of the 1974. At that time he published papers highlighting the importance of keeping crop residues in the field to manage erosion and runoff, maintaining productivity, and replenishing soil carbon. This early work, combined with his ongoing efforts and the efforts of many others concerned about sustainable feedstock production, has prompted the bioenergy industry to work toward environmentally sound feedstock production practices. He is a Fellow of the Crop Science Society of America and the American Society of Agronomy.

SPEECH: Dr. Wally Wilhelm, Plant Physiologist, Agricultural Research Service will focus on the need for a coordinated, comprehensive, complementary, and continued effort that is needed to develop sustainable production and harvest systems. Key issues to be addressed include criteria for sustainable production and harvest systems, examples of the kind of measures that could be employed to make feed stock production systems sustainable, and key gaps on our knowledge base for developing and designing sustainable production and harvest systems.

Friday, February 22, 2008

IDENTIFYING ENVIRONMENTAL CONSEQUENCES OF CONVERSION LANDS: OPTIONS FOR MANAGING TRADEOFFS

Annette Sharp

**Executive Director, Central States Air Resources Agencies (CenSARA)
Oklahoma City, Oklahoma**

BIO: Annette Sharp is a teacher and scientist by education and a health and regulatory air quality problem solver by experience. Ms. Sharp worked for the Louisiana Department of Health and Hospitals, the Louisiana Department of Environmental Quality, the Oklahoma Department of Environmental Quality and is currently the Executive Director for the Central States Air Resource Agencies Association (CenSARA). CenSARA is a nine state collaborative uniting efforts to seek air pollutant reductions from various sources in AR, IA, KS, LA, MN, MO, NE, OK, and TX. Annette has undergraduate degrees in Business Education and Biology and graduate degrees in Secondary Education and Vocational Education.

Seeking a response to public demand for instructional materials for environmental education, Ms. Sharp initiated and developed a 3-month program that employed 12 science teachers at the Louisiana Department of Environmental Quality. Selected teachers were briefed on departmental programs and provided numerous field trips for the first 2 months. During the third month, these teachers developed a 3-volume series of environmental education materials for junior and senior high schools which won the 1987 "Education" category from the Louisiana Wildlife Federation. This June (2008), Ms. Sharp is directing a special CenSARA interest in biofuels with the National Environmental Biofuel Conference in Kansas City.

In addition to environmental work Annette likes to write fiction and non-fiction stories. She volunteers for community organizations in Oklahoma City including the Oklahoma Medical Reserve Corps and is a frequent cooking contest entrant.

SPEECH: Annette Sharp, Executive Director, Central States Air Resource Agencies will explain the significant environmental risks that must be managed at ethanol and bio-diesel plants to ensure their production is a net benefit to the environment. Key issues to be addressed include technological and other options available to manage the environmental effects of ethanol and biodiesel plants, current status of regulatory measures applied to ethanol and biodiesel plants, and key gaps in knowledge or implementation to address the environmental consequences of conversion plants. Specific examples will include water quality and quantity affected by bioenergy production.

Friday, February 22, 2008

ECONOMICS, INCENTIVES, AND PUBLIC POLICY

Glen Keppy

**Associate Administrator for Programs, Farm Service Agency, USDA
Washington, DC**

BIO: Glen L. Keppy is the Associate Administrator for Programs for USDA's Farm Service Agency (FSA). He is responsible for supervising and administering farm commodity programs, farm loans, conservation programs, and disaster assistance. Mr. Keppy, a third-generation family farmer, has owned and operated a diversified crop and livestock family farm in eastern Iowa for more than three decades. His twin sons, the fourth generation, also help to operate the family farm.

Throughout his agricultural career, Mr. Keppy has promoted U.S. agricultural products both domestically and internationally to help American producers become more competitive in the global marketplace.

Prior to his current position, Mr. Keppy was:

- an active member of in the National Corn Growers Association;
- American Soybean Association;
- American Farm Bureau at the county, state and national levels;
- Past president of the National Pork Producers Council;
- treasurer of the U.S. Meat Export Federation;
- a presidential appointee advising the Small Business Administration;
- a member of the Cenex Harvest States Cooperatives Board of Directors and the Federal Reserve Bank Advisory Committee; and
- many other agriculture and farm organizations.

Mr. Keppy received a bachelor's degree in agricultural technology from the University of Wisconsin - Platteville, where he played football. After college, he played defense for the Pittsburgh Steelers, Detroit Lions and Green Bay Packers and later returned to his first love - agriculture. Mr. Keppy and his wife Jean, live in Arlington, Virginia, and have four children and two grandchildren.

SPEECH: Glen Keppy will provide a producers and a policymaker's perspective on conservation and biofuel production. Farmers will make the decisions that ultimately determine how conservation trade-offs are managed in bio-fuel feed-stock production systems. Economics, incentives, and public policy must create an environment in which producers can and will make sure conservation goes hand-in-hand with biofuel production. Key issues to be addressed include the producer's perspective on opportunities and risks in biofuel production, the current status of public policy and economic incentives, and opportunities to improve incentives and policy.

Moderator Craig Cox will end the session with a summary of key points, recommendations, and follow-up actions.

Friday, February 22, 2008

Policy & Trade Track

WHAT LIES AHEAD FOR THE SUGAR MARKET?

On the first day of 2008, NAFTA was fully implemented and sweetener trade between the U.S. and Mexico became tariff-free. There has been some trepidation, on all sides, leading up to this change. Industry participants will provide observations and their impressions of the future with the free-sweetener trade, the U.S. re-export program, and the Mexican IMMEX program.

**MODERATOR: Barbara Fecso, Economist, Dairy and Sweeteners Analysis Group
Farm Service Agency, USDA
Washington, DC**

BIO: Title and Responsibilities: Economist, Dairy and Sweeteners Analysis Staff, Farm Service Agency, U.S. Department of Agriculture. Dr. Fecso's main focus is on administering the domestic sugar program. She provides guidance in the formulation and implementation of national sugar policies and procedures, as well as economic and budgetary impact analysis of programs relating to sugar and honey. She also implements sugar-related disaster programs.

Work Experience: Dr. Fecso has over thirteen years of government service in USDA with an emphasis on program analysis, operations and budgetary analysis. She initially spent five years with NRCS as a program analyst for conservation technical assistance, watershed and animal waste management programs. She then spent two years as a wheat analyst at the Farm Service Agency before shifting to sugar.

Education: Dr. Fecso received a Ph.D. in Agricultural Economics from Purdue University at West Lafayette, Indiana in 1994.

Background: Dr. Fecso was born and raised in Chicago, Illinois and lived for almost twenty years in central Illinois. She has three children and now lives in Arlington, Virginia with her husband and youngest.

Friday, February 22, 2008

PROSPECTS FOR SWEETENER DEMAND IN THE UNITED STATES AND MEXICO

**Kevin Combs
Vice President, McKeany-Flavell Company, Inc.
Oakland, California**

BIO: Kevin Combs is a Vice President at McKeany-Flavell Company, based in Oakland, California. Kevin advises clients in the food and beverage industries on matters relating to sugar, corn sweeteners, cocoa and chocolate, and edible oils, including procurement, market trends, and risk management. He also works extensively with customers and the Mexican sugar industry to facilitate trade under NAFTA. Kevin has contributed to

numerous studies relating to the sweetener industry, and his articles have been published in various trade journals. Prior to joining McKeany-Flavell in 1999 he worked in the information technology business. Kevin received a Bachelor's degree in Economics from the University of California, Davis.

Friday, February 22, 2008

HOW DO THE U.S. AND MEXICAN RE-EXPORT AND IMMX PROGRAMS FIT IN WITH AND INTEGRATED SWEETNER MARKET?

• THE BENEFITS OF THE PROGRAMS AND THE REASONS TO MAINTAIN THEM

**Patrick Henneberry Sr.
Vice President Imperial Sugar
Sugar Land, Texas**

BIO: Mr. Henneberry is a native of Renville, Minnesota, where he grew up on a farm growing corn, soybeans, wheat and other small grains. He has a B.S. from the University of Minnesota in Agricultural Economics and Mathematics, and an M.A. in Economics from New York University.

In 1977, Mr. Henneberry joined The Pillsbury Company. While at Pillsbury, he served in various positions in flour milling, commodity analysis and eventually became a Senior Buyer of food ingredients responsible for the purchase of sugar, sweeteners and other ingredients.

In December 1980 Mr. Henneberry left The Pillsbury Company and went to New York to become involved in the international sugar trading business. Initially he joined Marc Rich in New York and in January of 1984 he joined the Louis Dreyfus Corporation. He served in various capacities in the Dreyfus sugar business eventually becoming Executive Vice-President of the Sugar Division in Wilton, CT from 1996 to 2000. He then spent two years as Vice-President of Louis Dreyfus eBusiness Ventures starting several dot coms in the commodities arena after which he spent 18 month as Vice President of Louis Dreyfus Alcohol also in Wilton, CT.

Mr. Henneberry joined Imperial Sugar Company in Sugar Land, TX in July 2002 as Senior Vice-President Commodities Management. In that position he is responsible for the purchase of sugar, natural gas, coal, fuel oil and the sale of molasses, beet pulp and other co-products. In 2004 Mr. Henneberry also assumed responsibility for industrial sugar sales. Mr. Henneberry currently serves on the Agricultural Trade Advisory Committee for Sweeteners.

Friday, February 22, 2008

- **THE PROBLEMS WITH THE PROGRAMS AND THE REASONS TO CONSIDER CHANGE**

Jack Roney

**Director of Economics and Policy Analysis, American Sugar Alliance
Arlington, Virginia**

BIO: The American Sugar Alliance is the national coalition of growers, processors, and refiners of sugarbeets and sugarcane. Roney has been with ASA since 1996, and represents ASA on matters of domestic and trade policy. Roney also serves as chairman of private-sector trade policy advisory group formed by the U.S. government, the Agricultural Technical Advisory Committee for Trade in Sweeteners and Sweetener Products.

Previously, Roney served for seven years as Washington representative for the Hawaiian Sugar Planters Association and for 15 years with the U.S. Department of Agriculture. Roney earned masters degrees in communications from American University and in international public policy from Johns Hopkins University's School of Advanced International Studies. A native of Bucks County, Pennsylvania, Roney resides in Vienna, Virginia, with his wife, Deborah, and two children, Kyle and Alison.

SPEECH: The U.S. sugar industry faces a host of major challenges in 2008. Under U.S. sugar policy, the loan rate, or effective support price, has not been raised since 1985. Unlike other program crops, sugar producers have received no government payments to offset low commodity prices and rising farm input costs. Current raw and refined sugar prices are depressed, and within loan forfeiture ranges. The prospect of unlimited, subsidized imports of sugar of Mexico, under NAFTA rules, further clouds the outlook; as does the prospect for additional import concessions in the WTO and in bilateral and regional free trade negotiations. The 2007 Farm Bill does, however, provide hope for U.S. sugar producers. It includes a modest loan rate increase for the first time in 22 years. And it provides USDA with an important new marketing balancing mechanism: authority to move surplus sugar from the U.S. food market and into ethanol. The U.S. government will be able to cope with potential sugar market oversupplies from trade agreements it has negotiated, and to help reduce U.S. dependence on foreign oil, at minimal cost to taxpayers. American consumers, meanwhile, have been well served by U.S. sugar policy. Refined sugar supplies have been dependable, high in quality, and low in price. Consumers in the rest of the developed world pay 30% more for their sugar than U.S. consumers do.

Friday, February 22, 2008

**WILL CHANGES TO THE IMMIGRATION LAW THWART THE NAFTA
FREE-TRADE OBJECTIVE?**

Andrea Rodriguez
Immigration Attorney, Law Office of Andrea L. Rodriguez, PLC
Arlington, Virginia

BIO: Andrea Rodriguez heads The Law Office of Andrea L. Rodriguez, PLC, a full service immigration and nationality law firm representing employers and individuals in immigration issues. She has represented clients in immigration court and the Board of Immigration Appeals in defense of removal and also advises businesses on issues of immigration compliance. She is also the legal director of the Central American Resource Center (CARECEN) in Washington, D.C., a community based organization providing legal services to the Central American community. Ms. Rodriguez chairs the immigration committee of the League of United Latin American Citizens Council 4606 (LULAC). In 2005, Ms. Rodriguez was presented the commitment to Justice Award in from inMotion, Inc., for her commitment to the ideal of access to justice for battered immigrant women. In 2002, she was awarded an Equal Justice Works fellowship to work on environmental justice issues in New York City. She is a member of the American Immigration Lawyers Association and the National Immigration Project.

Friday, February 22, 2008

Food Risk & Security Track

U.S. DROUGHT MONITOR & DISASTER DECLARATIONS

The U.S. Drought monitor plays a critical role in USDA disaster declarations. This session will explain how the drought monitor works, lay out its role in implementing USDA disaster declarations, and explore international interest in this interplay. The final speaker will discuss global climate change.

**MODERATOR: Douglas LeComte, Senior Meteorologist and Drought Specialist, National Weather Service's Climate Prediction Center
Camp Springs, Maryland**

BIO: Mr. Douglas Le Comte is a meteorologist with the Climate Prediction Center. His main focus is on drought monitoring and forecasting. He spearheaded development of the U.S. Drought Monitor in 1999 and has been the lead forecaster for the U.S. Seasonal Drought Outlooks since 2000. He has participated in a number of drought policy activities, including the National Drought Policy Commission and the Western Governors' Association project that resulted in the plan for the National Integrated Drought Information System (NIDIS). He makes medium range weather forecasts and U.S. hazards forecasts, and has had a long-term involvement in African weather monitoring programs for famine early warning.

Mr. Le Comte has 35 years experience in meteorology, including 32 years with NOAA. He spent 10 years as head of the Agricultural Weather Section in the NOAA/USDA Joint Agricultural Weather Facility in Washington, DC before transferring to the World Weather Building at Camp Springs, Maryland in 1998.

Le Comte received his MS in Atmospheric Science from the University at Albany in New York in 1974 and his BA in Meteorology from New York University in 1968. He served as a weather officer in the U.S. Air Force from 1969-1972. Although born in Berkeley, California, he spent most of his childhood in northern New Jersey. He has been living in Arlington, Virginia since 1975.

Friday, February 22, 2008

U.S. DROUGHT MONITOR: FROM THE METEOROLOGIST'S PERSPECTIVE

**Brad Rippey
Agricultural Meteorologist, World Agricultural Outlook Board, USDA
Washington, DC**

BIO: Following a 2-year stint in satellite meteorology, Brad Rippey spent nearly eight years with the National Weather Service's Climate Prediction Center. During that time, he became U.S. editor of the Weekly Weather and Crop Bulletin, which has a continuous publication history dating back more than 100 years. He maintained the role of WWCB

editor when he moved to the U.S. Department of Agriculture in 1998. Mr. Rippey has been the sole USDA author of the multi-agency U.S. Drought Monitor since its inception in 1999, and has been an author of the North American Drought Monitor since its debut in 2003. He is a 1988 graduate of Penn State University with a bachelor's degree in meteorology.

SPEECH: In the summer of 1998, a dialogue began between the National Drought Mitigation Center (NDMC) and the National Oceanic and Atmospheric Administration's Climate Prediction Center (NOAA/CPC). What emerged was a plan to develop a classification system for droughts that would be as recognizable to the public as the Fujita tornado intensity scale (F0-F5) and the Saffir-Simpson hurricane intensity scale (categories 1-5). Early in the process, the U.S. Department of Agriculture (USDA) joined the effort. As a result of meetings held during the spring of 1999, an agreement was reached between NOAA, USDA, and NDMC to produce and maintain a drought monitoring product. By June 1999, that product became known as the experimental U.S. Drought Monitor.

The U.S. Drought Monitor (USDM) became an operational product in August 1999 and has been issued weekly ever since. The USDM's five-tiered drought classification scheme ranges from D0 (abnormally dry) to D4 (exceptional drought), with D1 to D3 representing moderate, severe, and extreme drought, respectively. Although drought intensity is not tied to any single indicator, the overall severity of drought conforms to a fairly rigid statistical table. For example, D4 corresponds to a level of drought severity that should be observed at any given location on average no more than once per 50 years. Other levels of expected drought frequency include: D3, once per 20 to 50 years; D2, once per 10 to 20 years; D1, once per 5 to 10 years; and D0, once per 3 to 5 years. The rotating set of USDM authors attempts to balance the various mathematical indicators of drought, blended with expert local and regional advice on agricultural and hydrological impacts, to arrive at a single, weekly snapshot of the state of drought in the United States.

Friday, February 22, 2008

NEW ASSESSMENT TOOLS IN MONITORING DROUGHT

David Miskus

**Section Chief, National Oceanic and Atmospheric Administration/USDA Joint
Agricultural Weather Facility
Washington, DC**

BIO: David Miskus has been the Section Chief at the NOAA/USDA Joint Agricultural Weather Facility in Washington, DC, and Managing Editor of the *Weekly Weather and Crop Bulletin* since 1999. His work has involved the collection, summarization, analysis, monitoring, and dissemination of near-real time global weather and climate information and products, especially in the major agricultural areas. From 1985-1998, he worked at the Climate Prediction Center in Camp Springs, Maryland, where he was part of the Climate Operations Branch. He earned his B.S. Degree in Agricultural Meteorology at Purdue University in 1982, and a M.S. in Agronomy (Remote Sensing) at the University of Missouri in 1985.

David has received four Department of Commerce Bronze Medal Awards; in 1994 for “dedicated delivery of time-critical climate and weather related information to an exceptionally broad range of NWS and NOAA customers”, and three times as part of a group effort - in 1998 for “development and delivery of a broad suite of current climate and El Nino related products to Federal, state, and media users”; in 2000 for “improvements in the coordination of the interagency U.S. Drought Monitor and issuance of the first Seasonal Drought Outlook”; and in 2004 for “for developing new analysis techniques and synthesizing drought indicators into a single product – the U.S. Drought Monitor – used for planning and mitigation activities during the severe central and western drought of 2003.” Mr. Miskus has been an author of the U.S. Drought Monitor since 2000 and a North American Drought Monitor author since its debut in 2003.

SPEECH: Since no single definition of drought works for all circumstances, people rely on drought indices to detect and measure drought...although no single index works under all situations either. This is why the U.S. Drought Monitor (USDM), a synthesis of multiple indices and local expertise that represents a consensus of federal and academic scientists, became a weekly operational National Weather Service product in August 1999. And just like ever-changing drought conditions, modifications have been and will continue to be made to the USDM to better reflect the needs of decision-makers and those who use the information.

Accordingly, this presentation will briefly discuss modified or new tools used in the assessment of drought for the USDM, developed by numerous organizations, that includes: 1) improving the input data quality and resolution; 2) creating new products, indices, or blends for a more objective analyses, including soil moisture models; 3) differentiating between temporal (short vs. long term) and regional (West vs. East) drought distinctions; 4) migrating USDM analysis and production to state-of-the-art software (e.g. ArcGIS); 5) attempting to identify and consolidate all drought-related information and resources where users could have “one-stop drought shopping” (e.g. NIDIS and the Drought Portal, www.drought.gov); and 6) expanding drought monitoring beyond the U.S. (e.g., North American Drought Monitor).

Friday, February 22, 2008

IMPLEMENTING USDA DISASTER PROGRAMS

John Johnson

**Deputy Administrator, Farm Programs, Farm Service Agency, USDA
Washington, DC**

BIO: John A. Johnson is the Deputy Administrator for Farm Programs for USDA’s Farm Service Agency (FSA). As Deputy, Johnson is a key advisor to FSA’s Administrator on farm programs and policies. He is responsible for implementing major portions of the 2002 Farm Bill including FSA’s commodity price support activities (commodity loans and Loan Deficiency Payments) and the Direct and Counter-cyclical Payment program delivering \$15 to \$20-billion in income support annually to America’s farmers and ranchers. He is also responsible for several other programs, including: the Conservation Reserve Program, the nation’s largest private lands conservation program covering 37

million acres; Crop Disaster Programs; the Noninsured Crop Disaster Assistance Program; and the \$10 billion Tobacco Buyout Program. Additionally, Johnson oversees FSA's Aerial Photography Field Office in Salt Lake City, Utah. Johnson has been involved in various aspects of agriculture for his entire career. His diverse agricultural experience earned him the position of State Executive Director (SED) for FSA in the State of Virginia in 2001. As SED, Johnson oversaw Agency programs in both the state office as well as 50 county offices throughout Virginia.

He has served as president of the Virginia Poultry Federation and as a lobbyist for the Virginia Farm Bureau Federation. In the 1980s, Johnson was a partner in his family's 800-acre farming operation which included production of soybeans, wheat, and alfalfa hay. A native of Holmdel, New Jersey, Johnson is actively involved in the Covenant Presbyterian Church in Harrisonburg, Virginia. He, his wife and two daughters, live in Broadway, Virginia.

Friday, February 22, 2008

HOW WILL GLOBAL CLIMATE CHANGE AFFECT AGRICULTURE OVER THE NEXT 10-30 YEARS?

Jerry L. Hatfield
Plant Physiologist, National Soil Tilth Research Laboratory
Agricultural Research Service, USDA
Ames, Iowa

BIO: Dr. Jerry L. Hatfield is the Laboratory Director of the USDA-ARS National Soil Tilth Laboratory in Ames, Iowa. He received his Ph.D. from Iowa State University in 1975 in the area of Agricultural Climatology and Statistics a M.S. in Agronomy from the University of Kentucky in 1972, and B.S. from Kansas State University in Agronomy in 1971. He served on the faculty of the University of California-Davis as a biometeorologist from 1975 through 1983 and then joined USDA-Agricultural Research Service in Lubbock, Texas as the Research Leader of the Plant Stress and Water Conservation Research Unit from 1983 through 1989. He was appointed Laboratory Director of the National Soil Tilth Laboratory in 1989. His responsibilities have included the management of the laboratory research program and technical oversight of the multi-location, multi-agency environmental quality program to assess the impact of farming systems on environmental quality and the development of a quality assurance/quality control data for the analytical portion of the project. Dr. Hatfield currently serves as the Technical Leader for the air quality projects within USDA-ARS and responsible for fostering interactions among research locations and is co-leader of the Air Quality Working Group of the USDA-EPA AFO Research Task Force. He served on the Governors Water Quality Task Force in Iowa to evaluate potential solutions to water quality solutions. He serves as the USDA-ARS representative to the Heinz Center project on the State of the Nation's Ecosystems, the Key Indicators Initiative, National Audubon society project on Waterbirds on Working Lands, and Agricultural Air Quality Task Force for USDA, and lead author on the Agriculture section of the Synthesis and Assessment Product 4.3 on "The Effects of Climate Change on Agriculture, Land Resources, Water Resources, and Biodiversity". He is a Fellow of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America

and is Past-President of the American Society of Agronomy. He is a member of the Board of Directors of the Soil and Water Conservation Society. He is the author or co-author of 343 publications and the editor of 10 monographs including *Nitrogen in the Environment: Sources, Problems and Management*.

SPEECH: Agriculture is dependent upon the climate resources of temperature, sunlight, precipitation, and carbon dioxide. Efficient production depends upon optimum conditions of temperature and water supply and changes in these climatic variables will affect plant and animal systems over the next 10- 30 years. The direct and indirect impacts of climate on agriculture could have large impacts on agricultural production. There are several examples of these impacts that demonstrate the complexity of this problem. Increasing variability in precipitation will cause uncertainty in the amount of water available during the year which could negatively impact plant production and have a profound effect on pasture and hay supplies for cattle or grain supplies for all livestock. However, it is not easy to predict the within season patterns which will have the largest effect on crop production. Rising temperatures over the next 30 years will have an impact on crop yield because of the impacts of temperatures that are above optimal during the pollination stage in all crops. Occurrences of these temperatures will cause yield reductions which could be further decreased by shortages of water for optimal plant growth. Although, there is increasing carbon dioxide levels in the atmosphere that promotes greater plant growth the increases in temperature will offset some of these gains. These effects will be noticeable in grain, forage, fiber, and fruit crops. In rangeland systems there have been detectable shifts in the species composition of these areas due to changes in growth patterns linked to competition differences. In animal production systems the increases in temperature will negatively impact production because of the potential events that are above the optimal limits for animals. This can affect all aspects of animal production, e.g., rate of gain, milk production, and conception rates. Climate impacts on agriculture have to be recognized; however, there are management practices that can alleviate some of the negative impacts. Producers will have to be aware of these options and understand the value of adopting practices based on environmental factors relative to production risks.

Commodities Track

DAIRY OUTLOOK

MODERATOR: Dr. Robert D. Yonkers, Chief Economist and Director of Policy Analysis, International Dairy Foods Association
Washington, DC

BIO: Bob Yonkers is the Vice President & Chief Economist at the International Dairy Foods Association (IDFA) in Washington, DC, a position he has held since joining IDFA in June 1998. His responsibilities include conducting economic analyses assessing the impacts of marketing conditions, government regulations, and alternative policies on the dairy industry.

Bob came to IDFA from The Pennsylvania State University, where he was a tenured faculty member in the Department of Agricultural Economics and Rural Sociology. After joining Penn State in 1989, he conducted research and developed educational programs focused on the profitability and economic sustainability of Pennsylvania's milk producing, marketing and processing sectors, and related consumer issues. He received a Ph.D. in Agricultural Economics from Texas A&M University in 1989, a Master of Agriculture degree in Dairy Science from Texas A&M in 1981, and a Bachelor of Science degree in Dairy Production from Kansas State University in 1979.

Since his 2001 appointment by the U.S. Secretary of Agriculture and the U.S. Trade Representative, Bob has served on the Agricultural Technical Advisory Committee for Animals and Animal Products, an advisory body that provides information and advice relating to U.S. agricultural trade policy to those cabinet officials. Since 1999, Bob has been an active member of the International Dairy Federation's Standing Committee on Dairy Policies and Economics, and was elected Vice Chair in 2007. Beginning with his appointment in 2006, Bob serves on the Agricultural Advisory Committee to the Commodity Futures Trading Commission. He also currently serves on the Board of Directors for both the Council on Food, Agricultural and Resource Economics (C-FARE, since 2004) and the Northeastern Agricultural and Resource Economics Association (since 2005).

Bob resides in Springfield, Virginia with his wife Nancy and their two sons.

Friday, February 22, 2008

DAIRY OUTLOOK

Shayle Shagam
Livestock & Dairy Analyst
World Agricultural Outlook Board
Washington, DC

BIO: Mr. Shagam currently serves as a livestock analyst in the World Agricultural Outlook Board where he chairs the Interagency Commodity Estimates Committees (ICEC) for red meat, poultry and dairy. The ICECs bring together economic analysts from USDA agencies to generate the Department's monthly commodity forecasts. Between 1986 and 1998, Mr. Shagam worked for the Economic Research Service, USDA where he was responsible for developing forecasts of international red meat trade and commodity analysis support for the North American Free Trade Agreement and the WTO negotiations. Mr. Shagam graduated in 1980 from the University of Illinois with a B.S. in agricultural economics and received an M.S. in agricultural economics from Michigan State University in 1986.

SPEECH: The *Livestock and Poultry Outlook for 2008* presents USDA's forecasts and the factors influencing the livestock and poultry sectors this year. The outlook includes supply and use forecasts for beef, pork, and poultry, and price forecasts for cattle, hogs, broilers, turkeys, and eggs. The forecasts presented here are based on the analyses of the Livestock and the Poultry Interagency Commodity Estimates Committees which is made up of members from the World Agricultural Outlook Board, Economic Research Service, Foreign Agricultural Service, Farm Service Agency, and Agricultural Marketing Service.

Friday, February 22, 2008

THE OUTLOOK FOR U.S. DAIRY EXPORTS IN A CHANGING WORLD MARKET

Brad Gehrke
Global Trade Analyst, U.S. Dairy Export Council
Arlington, Virginia

BIO: Brad Gehrke joined the U.S. Dairy Export Council (USDEC) as director of global trade analysis in June 2007. USDEC created this position to augment its economic and strategic analysis capabilities in support of USDEC's mission to enhance international demand for U.S. dairy products and assist the industry to increase the volume and value of their exports. Prior to joining USDEC, Brad was an international trade analyst for animal products at the U.S. International Trade Commission. During 2005, he was detailed to the Office of the United States Trade Representative where he was a member of the teams negotiating the Panama, Peru, and Colombia free trade agreements. In 2004, he contributed to the Commission study titled *Conditions of Competition for Milk Protein Products in the U.S. Market*. Brad has also worked in economic and analytical positions at USDA's Cooperative Services division and the American Veterinary Medical Association. Brad completed an MS, as well as course work toward a doctorate degree, in

agricultural economics at the University of Missouri. His undergraduate degree in agricultural economics and agribusiness management is from the University of Wisconsin-Platteville. He grew up on a dairy and livestock farm in Southwest Wisconsin.

SPEECH: When the final tally is in, U.S. dairy exports are expected to account for more than 11 percent of total U.S. milk solids production during 2007. The revelation of this fact motivated one USDEC member to state that, at this level, exports are no longer an opportunity, but an obligation. Rather than being isolated from the global market by tariffs and quotas, and dependent upon U.S. government purchases to maintain prices, the U.S. industry has become a significant contributor to global dairy exports and an integral part of the global dairy economy. The total value of U.S. dairy exports through November 2007 was \$2.7 billion, up 56 percent from 2006. It is likely that exports will break the \$3 billion mark when December data are included. Though global dairy prices are expected to moderate in 2008, they are expected to remain above U.S. domestic prices, and well above U.S. support prices. The U.S. is expected to continue to be a competitive supplier of SMP/NDM and cheese to the global market in 2008. The global butter market is expected to be weak as profitable SMP opportunities draw in raw milk supplies, increasing the U.S. butter supply, making U.S. inventories available to the global market causing global prices and U.S. price levels to converge.

Friday, February 22, 2008

KEY DEVELOPMENTS IN THE GLOBAL DAIRY MARKET

Deborah Perkins

**Managing Director, Food & Agribusiness Research, Rabobank International
New York, New York**

BIO: Ms. Perkins joined Rabobank International's Sydney office in September 2000. After managing the Australian Food & Agribusiness Research and Advisory (or FAR) team for four years she moved to the USA. Deborah is responsible for leading the FAR team in the Americas to conduct strategic research into the issues facing the food and agribusiness sectors with a particular focus on the dairy sector.

Prior to joining Rabobank Deborah worked for Bank of Western Australia Ltd in their Credit and Relationship Management areas. She is originally from a wheat and sheep farm in Western Australia and has an Agricultural Science degree from the University of Western Australia and Masters in Business Administration from the Melbourne Business School.

SPEECH: The presentation will look at the global economic forces that are influencing milk production and markets for dairy products around the world. You'll hear how these factors impact business practices for dairy processors and farmers, particularly in the U.S. market.

Forum Adjourns: 3:15 p.m.

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